



## PERSONAL DATA

Name **JULIE DEBORAH BRADSHAW**  
 E-mail [juliedeborah.bradshaw@unito.it](mailto:juliedeborah.bradshaw@unito.it)

## WORK EXPERIENCE

- Dates **FROM 2008 TO TODAY**
- Employers **Dipartimento di Management, Università degli Studi di Torino**  
**Scuola di Amministrazione Aziendale, via Ventimiglia, 115, Turin**  
***Professor of Business English / Titolare del corso***  
 “Professional Communication Skills” *elective/credito libero*  
 “Public Speaking for Young Executives” *elective/credito libero*  
 Business and general English  
 Business English Certificates, BEC 1, 2, 3, Cambridge  
 E-learning degree module “*Getting ready for English*”  
 E-learning support via Moodle (course design, administration, Skype lessons, virtual classroom, videos)  
 Designing and writing material for short videos for publication on Moodle.  
 Video lessons of theory and practice and dialogues with students.  
 Social Media Marketing workshops (preparation for internships abroad)  
 Master in Management del Patrimonio Immobiliare,  
 Master in General Management  
 Master in Business Administration
- Main duties and responsibilities ***Various organisational roles***  
 Sourcing and organising internships abroad for SAA undergraduate students  
 Exam commission member for Lingua Inglese  
 Translating and editing economic, business and legal papers and documents.  
 Researching and co-writing SAA university and Masters course material  
 Researching, writing and presenting three programmes for SAA on sales, marketing, online marketing for the TV channel “Reteconomy” entitled “*Speaking Business*”
- Other responsibilities
- Dates **FROM 2017 TO TODAY**
- Employer **Centro Linguistico di Ateneo (Università degli Studi di Torino)**  
 Language support (EMI) for professors teaching on English language degree courses  
 Undergraduate course for *Educatori professionali* (Savigliano)  
 Distance learning. Creating course material: grammar revision, audio, video  
 Taught and online courses for university staff
- Dates **FROM 2014 TO TODAY**
- Employer **IUSE CLE, Lungo Dora Siena, Turin**  
***Professor of Business English / Titolare del corso***  
 Series of workshops entitled “*Case Studies, analysis and reporting skills*” where students discuss, analyse and role play legal and business case studies.
- Dates **FROM 2013-2015**
- Employer **Dipartimento di Giurisprudenza, CLE, Lungo Dora Siena, Turin**  
***Professor of English online / Titolare del corso***  
 E-learning via Moodle platforms (course design, support, administration)  
 Sourcing, designing, creating course material for online degree courses. Administration and management of online courses, including forums, quizzes, assignments, audio, etc  
 Editing of professors’ legal publications
- Dates **FROM 2014-2016**
- Employer **Dipartimento di Culture, Politica e Società, Città Studi, Biella**  
***Professor of Business English / Titolare del corso***  
 Social services and business courses

- Dates **FROM 2000 TO 2010**
- Employer **MUST srl, Corso Dante 124, 10126 Turin**
- Position ***Freelance instructional designer /Project manager***
- Main duties and responsibilities E-learning courses for various sectors within the FIAT Group and UN Staff College (from storyboard to development/administration). Subjects varied from commercial and technical material to conflict prevention and capacity development issues.
- Guest Speaker on e-learning***
- 6th DIVERSE International Conference on Video and Videoconferencing in Education, Glasgow Caledonian University, Scotland, 2006
- British Council, Milan ELT Conference '06 "This is Hyperfilm"
- Speaker***
- Voice over for multi-media e-learning training courses, Turin
- Date **FROM 1989 TO 2010**
- Position **Freelance teacher of Business and General English**
- Employers ATC (Agenzia Territoriale della Casa), Turin
- Turin Polytechnic, Turin
- ISI Foundation, Villa Gualino, Turin
- Ordini degli Architetti, Turin
- Skillab, Unione Industriale, Turin
- ESCP-EAP European School of Management, Turin
- Date **FROM 1985 TO 1989**
- Employer **CBI (Confederation of British Industry), Centre Point, Tottenham Crt Rd, London, GB.**
- Position ***Deputy Editor (CBI News)***
- I researched and wrote articles on British firms and how they were affected by laws that the CBI was lobbying to change. I edited articles written by legal, financial and trade experts, adapting them to publication in CBI News. I went to Canada and Denmark with an international delegation of journalists to report on the situation and how it differed at home.
- Date **FROM 1983 TO 1985**
- Employer **AB Consultants, St Anne's Court, London GB.**
- Position ***Journalist / Deputy Editor***
- I worked on various publications including, CBI News, Harrods News and other in-house newspapers. My main task was to report on local events as well as write and edit articles.
- Date **FROM 1981 TO 1983**
- Employer **Essex Radio, Southend-on-sea, Essex, GB.**
- Position ***Trainee Journalist (Essex Radio)***
- I reported on local events, edited articles to fit time slots and read news items on air.
- PUBLICATIONS**
- Author***
- Online course and multi-media educational material (2016 to today)
- "Social media's north/south divide". Journal of Euromarketing (July 2017)
- TV and internet episodes "Speaking Business" Online Marketing, Marketing, Sales (2011)
- E-learning courses for European projects in English, Italian and French (2002)
- Translator / Editor / Proof reader***
- University of Turin, Department of Management:
- Community-based business models (2019)*
- Outdoor Market Competition (2019)*
- A new business model supporting risk insurance management (2019)*
- Economies of scale and networking in Industry 4.0.(2018)*
- Organisational business cases (2018)*
- Urban transport in Italy (2017)*
- The role of Financial Conditions on the Survival of New Firms (2016)*
- The coffee sector: How the supply chain management could create value for micro companies (2016)*
- What can business learn from non-profits? (2015)*
- Adapting the product and organisational model, (2015)*
- University of Turin, Department of Law:
- Day after tomorrow of banking: data control and consumer empowerment, (2018)*

*The new role of extra legal principles in bio-law, (2018)*  
*Judicial cooperation, transfer of prisoners and offenders' rehabilitation: no fairy-tale bliss. Comment on Ognyanov, (2017)*  
*World Health Organisation countermeasures as a consequence to violations in international health regulations of epidemic issues (2017)*  
*Regular Migrants' Integration between European Law and National Legal Orders: a Key Factor for Individual and Social Development, (2016)*  
*On a collision course! Mutual recognition and protection of fundamental rights, (2016)*  
*What Determines the Survival of Firms? (2016)*  
*Collective Redress Product Liability (2015)*  
*University of Turin, Department of Architecture:*  
*Women Pioneers in Civil Engineering and Architecture in Italy, (2015)*  
**Reporter / Journalist**  
*Market leader, Pearson English Portfolio, (2017);*  
*"Canada, the trading nation" and "News Brief" (CBI News 1988/9);*  
*"Lord Young: We don't expect the CBI to accept our policies" (CBI News 1988/15);*  
*"Who needs visitors?" and "CBI Now" (1988 Ed.16);*

## EDUCATION

**2017**

**Il Sole 24 ORE Business School**, Milan, Italy  
*Master in Social Media Communication*

**2016**

**Shaw Academy**, Dublin, Ireland  
*Diploma in Social Media Marketing (with distinction)*

**2015**

**Sheffield Online College**, Sheffield, GB  
*Letto! (Teaching certificate for Moodle)*

**2015**

**Institute of Leadership & Management (ILM)**, London, GB  
*Certificate in Leadership*

**2013**

**Open University Business School**, Milton Keynes, GB  
*Certificate in Business Studies*

**2011**

**SAA**, via Ventimiglia, 115 Torino  
*"Sales and Marketing Practices in Multinational Environments", 28/30,*

**2009**

**Sheffield Online College**, Sheffield, GB  
*"Moodle e-learning platform" "E-Tutor"*

**2000**

**Open University**, GB  
*"You, your computer and the net"*

**1999**

**Istituto d'Informatica di Torino**, Torino  
*Operatore programmatore*

**1987**

**London College of Printing**, London, GB  
*Periodical Journalism*

## DIGITAL SKILLS HOBBIES AND VOLUNTEERING WEBSITES

Moodle, virtual classrooms, forum. Creating audio, text, slides, etc. MS Office,  
 Active member of Legambiente, Nordic walking, hiking, reading, swimming, pilates  
[www.studio59.it](http://www.studio59.it) personalised study courses, internships and volunteering in the UK.

Torino, 14<sup>th</sup> November 2019