

Hello, I'm Bernardo Morales

I have over 10 years experience working in language teaching. I currently work as Digital Marketing Manager for one of the biggest language academies in Spain where I design advertisements for digital & print media including El Mundo, Marca, Metro Madrid etc. I like keeping in touch with language teaching, so I regularly do teacher training sessions both online and face to face.

Experience

International House Madrid

DIGITAL MARKETING MANAGER

I have held several positions at IH Madrid in the years I have worked here, and I love new challenges. Currently my responsibilities include::

- manage our CRM and inbound marketing software (Hubspot) in order to increase sales
- design advertisements to promote products/offers for both printed and digital media. My designs have been published in newspapers such as Marca and El Mundo and Metro Madrid

International House World -

ONLINE TEACHER TRAINER

My responsibilities include:

- Managing the Moodle for the course site (opening modules, tasks, assignments)
- Monitoring and contributing to the Discussion Forums ensuring that participant postings are responded to within 24 hours.
- Providing support and guidance for portfolio tasks and written assignments.
- Ensure that submitted portfolio tasks are graded and returned within seven days of the submission deadline.

Ernst Klett Sprachen GmbH

MATERIALS WRITER

This is a very exciting project with Klett publishing. I write exercises and comprehension questions for "graded readers" books. Part of my job includes:

- Reading the graded reader books and identifying key vocabulary for the level the book is aimed at.
- Write the definitions for the glossary section of the book.
- Write comprehension questions, identify key grammar and write grammar exercises and answer keys.

2016-CURRENT

2019-CURRENT

2019-CURRENT

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Madrid, Spain

2014

Master's in Graphic and Web design
CICE Madrid

2009

Diploma in Language teaching to Adults
Cambridge University

- English teaching
- Teacher training
- Online teacher training
- Materials writing
- Adwords and Facebook ads
- Graphic and web design

Online Marketing

UNED, Spain

Certificate in Online Teaching

International House World

Adwords certification

Google

English



Spanish



Experience Continued

2019-2019

International House London - Project in Beijing, China

DIRECTOR OF STUDIES

This was a very exciting project in February 2019 in Beijing China. My responsibilities included:

- Manage materials and resources provided by International House London and the Host Centre.
- To administer, explain, follow and adapt the syllabus and develop strategies for successful learning outcomes.
- Carry out lesson observations and provide oral and written feedback to teachers, forward feedback to Head Office at International House London

Cambridge Assessment

SPEAKING EXAMINER TEAM LEADER

- Guide and coordinate a team of YLE KET PET FCE & CAE Speaking examiners in Madrid.
- Monitor and report on the work of the Speaking examiners in my team and to take appropriate steps to ensure consistency.
- Hold annual certification and training meetings to over Speaking Examiners in Spain to ensure the administrative procedures and the mark scheme is understood and followed.

International House Madrid

ASSISTANT DIRECTOR OF STUDIES

- Contributed to the day to day running of the centre (Nuevos Ministerios) including teacher/student welfare and satisfaction.
- Provided teacher support through observations, and seminars.
- Developed new IELTS course (C1) for teens.
- Course tutor for the IH Language awareness course, Advanced Phonology and the IH Madrid Young Learners Course.
- Cambridge ESOL speaking examiner Team Leader for YLE, KET, PET FCE and CAE.

International House - Poland, Costa Rica, Hungary

ENGLISH TEACHER

- Taught a wide variety of levels from A1 to C2.
- Had groups of all ages. From very young learners (4 years old and up) to adults.
- Prepared students for Cambridge examinations (B2 to C2) IELTS, and the Euro Exam.
- Actively participated in the professional development programme by attending weekly seminars

2015-CURRENT

2009-2016

2006-2019

TECHNICAL SKILLS

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- HTML5 / CSS
- Fluent in both Windows and Mac OS
- Some knowledge of Linux command line

PUBLICATIONS

2018

INTERNATIONAL HOUSE WORLD JOURNAL - SPRING 2018 EDITION

Book review for The CELTA Teaching Compendium by Rachael Roberts

HOBBIES

- Playing guitar - I enjoy playing and own a few acoustic and electric guitars
- Video editing - I am currently learning how to edit videos using Adobe Premiere
- Cooking - I enjoy cooking (and eating) food from all over the world