

CLIENT RATINGS BY PLATFORM

- Preply (100%)
- Learnship (98%)
- Skyeng (85%)
- Lingoda (98%)

PAULETTE VAN HEERDEN

GLOBAL BUSINESS COACH



**NATIVE ENGLISH,
NEUTRAL ACCENT**

EXPERTISE

Coaching & Mentoring
Rapid Language Acquisition
Elite Business Skills
Digital Platforms

EDUCATION

Bachelor of Social Sciences: Honours
Free State University (1984)

Bachelor of Arts in Communication Science
Free State University (1983)

CERTIFICATION

Learn to Teach English Online Course
School of Online English Teaching (SOET) (2019)

TEFL Certificate: 120 Hours
TEFL Development Institute (2019)

Negotiation Skills
Scottwork (2001)

Business Analysis & Database Design
Faculty Training Institute (2000)

Public Speaking & Presentation Skills
Clive Simpkins (1986)



+27 71 482 8829



paulette@taketwoenglish.io



www.taketwoenglish.io

With a rich background in business and education, Paulette brings to clients her signature style and 20+ years experience as an award-winning coach, ready to stimulate, challenge and inspire.

Over a decorated career, Paulette has trained and mentored business executives from esteemed global brands like **Google, Apple, Amazon, Netflix, General Electric, Salesforce, Nestle, Pfizer, Oracle, IBM, Lingoda, NCRS** and many more.

Her expertise encompasses branding, marketing and design; coaching, education and training; strategy, analysis and leadership. Her diverse suite of skills infuses her sessions with wisdom, versatility and an eye for innovation.

ACHIEVEMENTS

Distinction in Online English Tuition
School of Online English Teaching (SOET) (2019)

**Wealth Solutions Champion, Western Cape Top 10
& Top Performer Achievement Awards**
Sanlam Financial Services Group (2013-2014)

**International Head of Human Resources:
HQ Appointment**
StaRyhab Ohio, USA (1997)

**National Trainee Programme:
International Top Performer Award**
International Association of Advertising Agencies (1985)

**PROFESSIONAL HISTORY
& REFERENCES OVERLEAF**

SUMMARY OF PROFESSIONAL HISTORY

LANGUAGE COACHING ROLES

Executive Business Language Coach

Preply | Kyiv, Ukraine (2022 Oct - present)

Executive Business Language Coach

Learnship | Cologne, Germany (2020 Jun - present)

Business Language Coach

Skyeng | Moscow, Russia (2019 Dec - present)

English Language Coach

Lingoda | Berlin, Germany (2019 Dec - present)

EFL Tutor

iTutor Group | Taipei, Taiwan (2019 Aug - 2020 Feb)

Online EFL Coaching

Private | Clients in France, Italy, Poland, Hungary, Russia & United Arab Emirates (2019 Jul - present)

INTERESTS

Choir

Philharmonic Choir Member (2nd Alto)

Symphony Orchestra

Philharmonic Orchestra Concert Season Ticket Holder

Outreach

Community Outreach Program (Symphonia School Project Collaborator)

Nature

Hiking on Table Mountain

OTHER COACHING ROLES

Mentor & Course Creator

Water4CapeTown (2017 - 2019)

Director & Coach

Ceramic Exports (2015 - 2017)

Consultant & Coach

Sanlam Financial Services Group (2013 - 2015)

Director & Coach

Vidamo Group (2010 - 2013)

Governing Body Member & Strategist

Bay Primary School & Sunflower Kindergarten (2006 - 2013)

Designer & Coach

Graphic Design Consultancy (2001 - 2006)

Strategist & Trainer

Datatec & UUNET Group (1998 - 2001)

Recruiting Strategist & Mentor

StaRyhab Inc (1995 - 1998)

Account Director & Coach

Ogilvy Advertising (1993 - 1994)

Accounts Executive & Coach

Janice Ashby Design Studio (1988 - 1993)

Accounts Executive & Coach

Ogilvy Mather Advertising (1985 - 1988)

REFERENCES

Ronell Castens Founder, SOET

Mobile: +27 76 657 8940

ronell@soetcourses.com

Louise Marsland Director, Bizcommunity

Mobile: +27 72 142 2091

louisemarslandmedia@gmail.com

Helen Bothma Director, CDI Sydney

Mobile: +61 2 9452 3298

helen@cdiholdings.com

Carel Venter Director, SASMEF

Mobile: +27 81 485 7149

carel@sasmef.org.za

DETAILED PROFESSIONAL HISTORY OVERLEAF

EXPANDED PROFESSIONAL HISTORY

Executive Business Language Coach

Preply
Kyiv, Ukraine
2022 Oct - present

English online coach to executives and business clients, proficiency level, based in Europe. Preparing and conducting 30 and 60-minute high-level virtual classroom sessions (class size 1:1) focused on; conversation skills, discussion, debate, business strategy, career advancement strategies, fluency, corrective feedback, pronunciation, grammar, vocabulary, reading and writing

Creative session delivery, mastery in elicitation, TPR, Annotating, Elicitation and CCQs. Reading strategies, Cognitive multitasking and PPT session material.

Executive Business Language Coach

Learnship
Cologne, Germany
2020 Jun - present

English online coach to 60 executives and business clients, proficiency level, based in Europe. Preparing and conducting 30 and 60-minute high-level virtual classroom sessions (class size 1:1) focused on; conversation skills, discussion, debate, business strategy, career advancement strategies, fluency, corrective feedback, pronunciation, grammar, vocabulary, reading and writing

Creative session delivery, mastery in elicitation, TPR, Annotating, Elicitation and CCQs. Reading strategies, Cognitive multitasking and PPT session material.

Business Language Coach

Skyeng
Moscow, Russia
2021 Mar - present

Online coach to 10 business clients, advanced proficiency level, based in Europe. Preparing and conducting 50-minute virtual classroom sessions (class size 1:1), focused on all communicative skills such as: conversation skills, discussion, debate, business strategy, career advancement strategies, fluency, corrective feedback, pronunciation, grammar, vocabulary, reading and writing.

Creativity in online session delivery, mastery in elicitation, TPR, Annotating, Elicitation and CCQs. Reading aloud strategies, Cognitive multi-tasking and PPT session material.

English Language Coach

Lingoda
Berlin, Germany
2019 Dec - 2022 Oct

English online coach to clients, at all levels, based all over Europe and the Americas. Preparing and conducting 60-minute virtual classroom sessions (class size ranging from 1:1 to 1:5), providing highly interactive instruction on conversation skills, reading, comprehension, listening, discussion, debates, syntax, corrective feedback, vocabulary, pronunciation, grammar, and submitting after session reports.

Creativity in online session delivery, mastery in elicitation, TPR, Annotating, Elicitation and CCQs. Reading aloud strategies, Cognitive multi-tasking and PPT session material.

Business Language Coach

Take Two Coaching
40+ countries
2019 Jul - to present

Take Two offers a unique coaching experience, blending language instruction with business training to empower professionals to excel on the global stage. Preparing and conducting 1:1 and group consultations to address all major English language capacities - reading, writing and speaking, building vocabulary and grammar competencies; as well as emerging business trends: AI, cloud services, globalisation, Web 3, etc.

Online Coaching & Facilitation
Session Design & Creation of Materials

Mentor & Course Creator

Water4CapeTown, NPC
2017 - 2019

Trained international graduate interns in 10-hour weekly sessions in Water crisis intervention and implementation methods for local communities and schools. Oversaw each student's successful completion of their required curricular assessments for their university merits. Conceptualized, wrote, developed, designed, and taught course books for school children in primary, secondary and early childhood development to adapt their water usage habits and comply with national water restriction policies. Conducted PowerPoint-based sessions at various businesses and achieved successful water saving targets for each respectively. Each training respectively: successfully impacted water saving targets.

Conceptualizing, developing & training course material, Creative strategic teaching, Decisiveness, Flexibility, Coordination, Attention to detail and Time management.

EXPANDED PROFESSIONAL HISTORY (CONTINUED)

Director & Coach

**Ceramic Exports
2015 -2017**

Developed a skills-based curriculum: trained employees on improved work methods, performance-based work delivery and a newly introduced effective workflow process. Trained management on social media best practice strategy and implementation. Training resulted in a 200% company annual turnover increase.

*Conceptualizing, developing & training course material,
Creative strategic teaching.*

Director & Coach

**Vidamo Group
2010 - 2013**

Trained and mentored employees and management on the nature of mobile technology and to integrate it into their businesses, at industry conferences as conference speaker and training workshop presenter. Trained international teams at conferences in South Africa. Achieved 100% annual business turnover increase.

*High-level business consulting, conference speaker,
innovation leadership and business resilience*

Strategist & Trainer

**Datatec & UUNET Group
1998 - 2001**

Trained teams on integrating the internet into their corporate workflow and marketing strategies via internet, intranet and extranet platforms, at the onset of the digital era. Trainee at the Microsoft global launch in Atlanta, USA (2000). Instrumental in acquiring the Africa BP account of ZAR23 million (2001).

*Global process integration coaching,
abstract and lateral thought mentoring*

Consultant & Coach

**Sanlam Financial Services Group
2013 -2015**

Multiple award-winning coaching of CEO's, managers and employees respectively, on investment and insurance solutions and services. Awards, e.g.: Falcon Club 2013 & 2014, Wealth Solutions Champion 2014 & Western Cape Region Top 10 .

Coaching / Skills transfer & High-level consultation.

Governing Body Member & Strategist

**Bay Primary School & Sunflower Kindergarten
2006 - 2010**

Mentored and trained school management on all marketing duties and improved the overall success of the school within its local community that resulted in 30% increased school learner enrolment. Directed and implemented a new school corporate identity design. Arranged and hosted school Open Days.

*Mentorship, management coaching,
early childhood development.*

Designer & Coach

**Graphic Design Consultancy
2001 - 2006**

Trained management in: corporate identity, branding and package design, including for the Parliament of South Africa and several other companies. Conducted photographic shoots and directed illustrations, including a photo session with Nelson Mandela, used in the Parliament brochure.

High level brand and corporate identity coaching and consultation.

EXPANDED PROFESSIONAL HISTORY (CONTINUED)

Recruiting Strategist & Mentor

StaRyhab Inc
1995 - 1998

Marketing consultant representative responsible for sourcing, recruiting and training and mentoring medical graduates for StaRyhab Inc. in my positions in the ZA and the US head office. Manage training and orientation of the graduate international training program in Ohio, USA. Increased annual revenue by 200% (1997).

Mentorship, Recruiting, Integration Coaching and Management.

Account Director & Coach

Ogilvy Advertising
1993 - 1994

Managed overall advertising brand plans and implementation in mass media and promotional markets. Trained and mentored incoming account executives.

Leadership, Creativity Coaching & Mentorship.

Accounts Executive & Coach

Janice Ashby Design Studio
1988 - 1993

Award-winning graphic design and brand development projects, including logo, corporate identity and packaging design, for example Appletiser, VW Golf and many other top companies. Trained and mentored creative teams. Designed a new globally successful product called Burgess & Finch for the Vital Health Foods group.

High-level Conceptualisation Mentorship & Coaching.

Accounts Executive & Coach

Ogilvy Mather Advertising
1985 - 1988

Trained clients to manage the various disciplines involved in implementing advertising campaigns, including television, radio, press and magazine advertisements, media planning and market research. Selected onto the International Advertising Association national internship program and appointed as national Chairperson. Increased retail account annual revenue by 400%. Won the Tommy Young Award as the best newcomer to the ZA advertising industry and for performance and achievement, presented by the International Association of Advertising Agencies.

*Tenacity, Collaboration,
effectively communicating abstract concepts.*

THANKS FOR YOUR CONSIDERATION.