



# Jack Phillip David Underhill

## Digital Marketer and UX Designer

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↗ [LinkedIn](#),  
[My Marketing and Design Portfolio](#)

### Skills

- Content Creation
- Digital Marketing
- Communication
- Teaching English as a Foreign Language
- Copywriting
- User Experience
- Figma
- Canva
- Ideation
- Prototyping
- Wireframing
- SEO Writing
- SEM

### Languages

- English
- Japanese
- French

### Hobbies

- Badminton, Tennis, Football,
- Drums, Guitar

## Profile

After four years of teaching in Hanoi, I am now eager to transition into the dynamic field of digital marketing. While teaching, I have been studying online and developing my skills with the digital marketing and user experience Professional Google Career Certificates. With a strong understanding of these fields, my diverse experience and adaptability, coupled with strong communication and a customer-centric, creative approach, position me well for success in this new role.

## Employment History

### English Second Language Teacher, Pascal Primary and Secondary School, Hanoi

August 2020 — June 2024

Part of a dynamic team dedicated to nurturing and enriching the English language skills of Vietnamese students. My role involved curating tailored lessons designed to cater to diverse age groups, proficiency levels, and learning objectives. Additionally, I crafted engaging content and materials that enhance students' comprehension and fluency. I also coordinated my team of teaching assistants to seamlessly align class objectives, maintain positive behavior dynamics, and optimize resources, ensuring a harmonious and effective learning environment.

### English Second Language Teacher, Canadian English Council, Hanoi

May 2020 — July 2021

Passionate about delivering top-tier education to Vietnamese children and young adults, I employed a diverse array of teaching techniques, formats, and materials to craft vibrant, interactive lessons. By infusing creativity and dynamism into each session, I fostered an environment where linguistic and communicative skills flourished. I enjoyed my time at this excellent company, where a student-centric ethos and a supportive community empowered me to uphold the highest standards of teaching.

**Child Protection Services, Capita, Chichester**

September 2018 — September 2019

Working for the Child Protection Unit of Capita, my job mainly focused on social work coordination, database management and internal/external communication with respect to disadvantaged youth in the district. It was my responsibility to inform social care workers of hospital alerts, create effective email copy, peer review social or medical reports, schedule child protection conferences and maintain / update the records of children under social care plans among other administrative duties. The role was sensitive and confidential in nature so accuracy, discretion and attention to detail were at the forefront of this position.

**Fundraiser, Surge Direct, Melbourne**

October 2017 — February 2018

As a professional fundraiser, my role involved representing World Animal Protection, an animal welfare charity. I would work in centers and street locations in and around the Melbourne area, interacting with members of the public, educating them on current animal welfare issues, informing them of the charity's aims and achievements and ultimately attempt to register them for membership and donations.

**Pension Administrator, Mercer, Chichester**

September 2016 — February 2017

As an administrator at Mercer, I managed the processing of customers' pension funds, utilizing the company's diverse software tools with precision. Additionally, I liaised with internal and external departments to ensure seamless coordination related to customers' funds. Alongside these responsibilities, I provided exceptional customer service, promptly addressing inquiries and ensuring customers were well-informed throughout their interactions and crafted compelling copy to powerfully engage and resonate with our valued clients.

**Copywriter, Where to stay in Japan, Remote**

April 2016 — September 2016

My main responsibility was to create effective and engaging tourism copy for the website "Where to stay in Japan". The website's purpose was to advertise and facilitate the booking of Ryokan (traditional Japanese inns) helping clients get a true, authentic experience when visiting Japan. I created content for the website that advertised the many regions of Japan, highlighting the unique culture, traditions, food, places of interest and geography of each.

# Travel & Employment Breaks

February 2017 — October 2017

Being obsessed with travel and foreign cultures, I had always planned on taking a gap-year of sorts after graduating and this started in early 2017 after working in Pensions. During the first leg of my travelling I visited Brazil, Bolivia, Peru, Chile, New Zealand and Australia.

February 2018 — August 2019

Part 2 of my travels. After living and working in Melbourne as a Fundraiser, I travelled to outback Australia, Indonesia, Malaysia, Vietnam, Cambodia and Thailand where my incredible journey around the world ultimately came to an end, and I moved back to England.

November 2019 — May 2020

After moving to Hanoi, Vietnam and completing my TESOL teaching qualification in November 2019 the COVID-19 Pandemic occurred. During this time Hanoi went into strict lockdown.

## Education

### **Business Management and Japanese Studies, Oxford Brookes University, Oxford**

September 2012 — May 2016

I received a Second Class Honours degree from my 4 year course which also included an exchange year during which I lived in Kitakyushu, Japan and studied at a Japanese university.

### **International Baccalaureate, HSDC Havant & South Downs, Havant**

September 2009 — May 2012

32 (ABB A-Level Equivalent). During this diploma I studied English, Mathematics, Biology, History, Japanese and French.

### **GCSE, St Philip Howard Catholic School, Barnham**

September 2004 — May 2009

The subjects and corresponding grades I studied and received at GCSE level were:

Mathematics – A, English Language – A, English Literature – A, Geography – A, Science – B, Additional Science – B, Music – B, French – B, Spanish – B and Religious Studies – B.

## Courses

### **Google UX Design Certificate, Google**

May 2024 — August 2024

### **Google Digital Marketing & E-commerce Professional Certificate, Google**

January 2024 — April 2024

### **Teaching English to Speakers of Other Languages (TESOL), Australian International College of Language (AICOL)**

October 2019 — November 2019

## References

Lara Yen from Pascal Primary and Secondary School  
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Mark Roman from Capita  
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Terence Smith from Australian International College of Language (AICOL)  
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