

(DIGITAL)MARKETING LECTURER || FULL STACK DEVELOPER

## EM Rhodes

### PROFILE

EM Rhodes is a Multiple Award-winning (Digital) Marketing Lecturer, Full Stack Developer, Entrepreneur with a track record of successfully teaching Full-time Postgraduate Marketing qualifications for over eighteen years and starting, guiding, directing numerous start-ups. A lifelong 360-degree Marketing Thinker, Marketing Coach, and Continuous Learner.

### EXPERIENCE

MARKETING LECTURER || DIGITAL MARKETING LECTURER ||

MARKETING TECHNOLOGY LECTURER || FULL-STACK DEVELOPER ||

MARKETING SUPPORT SERVICES PROVIDER || RESETENERGY.UK ||

SOUTHERN CARIBBEAN || 01/2018 - PRESENT

-Conceptualized, built, and administer <https://resetenergy.uk> - A teaching platform that offers online teaching services covering all aspects of Best Practices relating to Digital Marketing, Web Technology, Marketing. Courses include Short Programs(3-months or less) and a Complete 14Month Program fusing Web Technology, Digital Marketing, and Marketing aspects into 'The Marketing As It Must BE Program' leading to the City and Guilds Level4 Diploma in Digital Marketing - See Here: [https://www.canva.com/design/DAETxsIedVM/hcKcaYih1dvH7xTtX1zFyg/view?utm\\_content=DAETxsIedVM&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=recording view](https://www.canva.com/design/DAETxsIedVM/hcKcaYih1dvH7xTtX1zFyg/view?utm_content=DAETxsIedVM&utm_campaign=designshare&utm_medium=link&utm_source=recording_view)

[https://www.canva.com/design/DAETxsIedVM/hcKcaYih1dvH7xTtX1zFyg/view?utm\\_content=DAETxsIedVM&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=recording view](https://www.canva.com/design/DAETxsIedVM/hcKcaYih1dvH7xTtX1zFyg/view?utm_content=DAETxsIedVM&utm_campaign=designshare&utm_medium=link&utm_source=recording view)

-Provide Full Marketing Support Services - See <https://emrtd.com/about-em-rhodes-marketing-lecturer/>

### Responsibilities

Provide (Digital)Marketing, Marketing Technology training up to level-7, Master's depth. Alternatively, advise on how to generate increased efficiencies and improve results via integrating short-term Digital Marketing Programs with the fusion of the medium-term Strategic Marketing focus.

Establish the vision and objectives for ALL Programs and be accountable for course content.

Plan and execute informative, relevant, and unique lectures.

Keeping up-to-date and continuously exploring creative Programs and delivery methods.

Monitor, assess, and mark students' work on and offline.

Teach individuals from diverse backgrounds, cultures, and academic levels.

**SPECIALIST FREELANCE COMMUNICATIONS/ONLINE MARKETING  
LECTURER || OMNI CHANNEL STRATEGIST || CONTENT CONSULTANT ||  
TRINIDAD AND TOBAGO || 03/2006 - /04/2016**

**Responsibilities**

Offering specialized, tailor-made, one-on-one tuition offerings in Integrated Marketing Communications, Online Communications with specific reference to SEO, Content Planning, and the importance of packaging and merchandising these message constructs for optimum Landing Pages, Conversion Optimization, and, at the same time, satisfying the requirements for various Tertiary/Professional Qualifications while providing ALL practical insights on Customer Acquisition and Conversion Rate Optimization.

Establish the vision and objectives for ALL Programs and be accountable for course content.

Plan and execute informative, relevant, and unique lectures.

**ESTABLISHED INNOVATIVE MARKETING CONSULTANTS(IMC) - A FULL  
TUITION SERVICE PROVIDER OF PROFESSIONAL MARKETING  
CERTIFICATION || POSTGRADUATE MARKETING LECTURER || TRINIDAD  
|| 01/1988 - 12/2005**

I Formed IMC to provide Tuition Services to cover ALL the modules to acquire the Chartered Institute of Marketing(CIM) and London Chamber of Commerce and Industry(LCCI) Professional Qualifications and to do so across the island of Trinidad. Also, prepared its strategic focus, vision and was responsible for its execution.

**Responsibilities**

Plan, Prepare, and Execute Integrated Communication efforts to secure adequate student enrollment.

Responsible for selecting key locations for having physical classes.

Select, Train, and motivate Freelance Lecturers.

Control and manage all registration paperwork.

Responsible for academic results ensuring the development, innovation, and supervision of the module's curriculum content.

Personally taught all CIM Level7 Postgraduate Diploma modules(Marketing Strategy, Marketing Communications, Case Study) and consistently produced above world pass-rate levels while enjoying high levels of students' satisfaction.

Fused the CIM Cert Marketing modules with the LCCI Level3 Marketing, Advertising, Public Relations subjects and generated the most in-demand(thousands completed) tuition offering while personally teaching six(6) World-prize winners in three years.

**MARKETING LECTURER || SCHOOL OF ACCOUNTING AND MANAGEMENT,  
UNIVERSITY OF THE WEST INDIES SCHOOL OF CONTINUING STUDIES ||  
ST AUGUSTINE, TRINIDAD || 01/1988 - 05/1991**

### **Responsibilities**

Planned, developed the content, and taught Marketing, Sales, Sales Management, Advertising, Public Relations, Purchasing, and Management modules for the LCCI Higher Group Diplomas, CIM Certificate, Advanced Certificate Programs; Associate of Business Executives Diploma, and Advanced Diplomas while enjoying Phenomenal Pass Rates and student success levels.

### **EDUCATION**

The University of Greenwich, London, England - MA Web Design and Content Planning. 2016 - 2017.

London School of Accountancy, and MTMS, London, England - Chartered Institute of Marketing(CIM)Postgraduate Diploma. 1985 - 1986

London School of Accountancy, London, England - Chartered Institute of Marketing(CIM)Advanced Certificate; Level 11. 1984 - 1985

London School of Accountancy, London, England - Chartered Institute of Marketing(CIM) Certificate; Level 1. 1983 - 1984

London School of Accountancy, London, England - Certificate in Marketing and Advertising. 1983 - 1984

**EM Rhodes Cert Mkt(Dist) DipM MA**

### **SKILLS**

- Sense of Humor, Communication Skills(On, Off-line), Empathy, Adaptability.
- Advanced Level Skills in Strategic Marketing/Digital Marketing/Marketing Coaching.
- Intermediate Level Skills in Javascript, PHP, HTML5, CSS3, Web Technology, WordPress, Web Design, Landing Page Optimization, SEO, Web Technology, UI/UX.
- Beginners/Intermediate Level Skills in Vue.js, Node.js, SQL, MySQL, Cloud Computing.

### **PUBLICATION**

Presently writing the details on the Stimuli Architecture Optimization concept - This is an approach to appreciating and teaching Marketing without all the “Noise” of Inbound Marketing, Outbound Marketing, Digital Marketing, Theoretical Marketing, Online Marketing, Traditional Marketing, etc.

### **REFEREES**

Available on request.

**NATIONALITY:PORTUGUESE || 26 COMMODORE COURT, WEST MOORINGS, TRINIDAD ||**

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