

JOSEPH GENDRON

Strasbourg, France | Canadian and French dual citizenship
Open to relocate | On-site, remote or hybrid
josephgendron.com/lxd-en

KEY SKILLS

Pedagogical: Curriculum Development • Scenario-based Learning • Adult Learning Theory

Technical: Notion • Moodle • AI • Automation • Video Production • Twine (interactive narratives)

Operational: Project Management • Qualiopi certified • Storytelling • Multimedia Design

Languages: Native bilingual: French and English

PROFESSIONAL EXPERIENCE

English Trainer for Adult Professionals | Self-employed | Oct 2018 – Present

- Design and deliver ESP training for corporate clients including Bluepaper, Rubis Terminal, Unilever, Heppner, Essity, Merck, and CroisiEurope
- Build scenario-based learning journeys using role-plays, branching narratives, and interactive materials for professional contexts
- Develop digital learning infrastructure in Notion with AI-assisted workflows and automated progress tracking
- Create multimedia resources optimized for online and hybrid delivery

Professor of English | Brassart, CCI Campus, ESCM (Higher Education) | Jan 2019 – Present

- Teach 200+ students annually across vocational (BTS), bachelor, and master programs in business, creative, and technical education contexts
- Design industry-specific curriculum integrating Business English, technical vocabulary, and workplace communication scenarios
- Build project-based learning experiences aligned with creative industry and professional service needs
- Develop AI-assisted workflows to scale lesson planning, post-class documentation, and learner progress tracking
- Facilitate hybrid delivery using multimedia content and online session management

Founder & Director | Artillerie SARL (Training Company) | Jan 2020 – Dec 2024

- Founded and operated Qualiopi-certified training company
- Managed end-to-end operations: client development, curriculum design, delivery, quality assurance, and compliance

Video Director & Producer | Self-employed | Sep 2008 – Dec 2018

- Produced corporate videos, advertisements, documentaries, and short films for diverse clients
- Directed end-to-end video production: concept, shooting, editing (Final Cut Pro), post-production

EDUCATION & CERTIFICATIONS

Foundations of Project Management | Google | 2025

Theories of Second Language Acquisition | Arizona State University | 2022

Foundational Principles of Teaching English | Arizona State University | 2021

Qualiopi Certification | French Government | 2022

Audiovisual Production & Directing | EICAR (Paris) | 2008

Baccalauréat in Economics & Sociology | Lycée Fustel-de-Coulanges (Strasbourg) | 2007