

Mrs Saira Bedar
Nationality: British

Address: Meydan South Villas
Mobile: +971 52 617 5360
Email: sairabedar@gmail.com

P R O F E S S I O N A L S U M M A R Y

Passionate about student development, organizational efficiency, and creating engaging educational experiences, able to leverage business acumen to enhance school operations and student/parent engagement, committed to continuous learning and contributing to a supportive academic community for both adults and children.

E D U C A T I O N A N D Q U A L I F I C A T I O N S

- **Kingston University (UK) – Business Management [BA honours]**
- Cambridge ESOL Level 5* **CELTA**
- Cambridge ESOL Level 4 **PTLLS**
- QCF Teaching Assistant Level 3

E M P L O Y M E N T A N D W O R K E X P E R I E N C E

Lingua Learn (Freelance / Dubai)
English tutor for adults – online and F2F

April 2024 – Present

- Provide personalized English language instruction to adult learners of diverse cultural and linguistic backgrounds, both in-person and online in Dubai.
- Design and implement tailored lesson plans focusing on conversational fluency, grammar, reading comprehension, and business English.
- Conduct needs assessments and develop individual learning plans based on students' goals, such as workplace communication, exam preparation (e.g., IELTS, TOEFL), or everyday English usage.
- Utilize interactive teaching methods, multimedia resources, and real-world materials to enhance learner engagement and retention.
- Track student progress through regular assessments and adapt instructional strategies accordingly.
- Foster a supportive and inclusive learning environment to build student confidence and motivation.
- Conduct regular student assessments, including diagnostic evaluations, progress tests, and final assessments to monitor and report on learning outcomes.
- Maintain accurate records of student attendance, performance, and progress for reporting to learners and Lingua Learn.

Virgin Media O2 (UK)
E-Commerce Manager

August 2021 – Jan 2024

- Developed an actionable e-commerce strategy & roadmap to drive and deliver online growth & conversion across site & app for handsets, sim cards and accessories.
- Built and maintained strong relationships with key stakeholders, collaborating with wider teams on projects such as product launches, price changes and promotions
- Managed Apple and Samsung device launches, including page builds, merchandising execution and buy-flows generating £10K in revenue in the first week of launch.

Noor corporate Health (U.A.E Dubai)
Content manager

Sept 2019 - Aug 2021

- Executed website content updates, implemented engaging page layouts and CTAs, planning user journey maps and annual campaigns to drive traffic to all online platforms.
- Proofread and edited copy in line with brand consistency across both mobile and desktop site as well as social media platforms and optimized content for SEO.
- Recommended areas for growth utilizing google trends, market research and customer data.

Repton School – Abu Dhabi
Volunteer classroom assistant

Sept 2020- May 2021

- Listening to children reading (year 1)
- Assisting in key events such as sports day, school trips and end of term assemblies.
- Being the PTA contact for the year group, assisting in organizing events such as fundraising, national day stalls, book day events and fun days.

Voluntary ESOL teacher (Qatar - Freelance)

June 2014 – Sept 2020

- Taught ESOL to adults following learning material from CELTA and Clockwork guided lessons.

SONY Computer Entertainment Europe Limited
Senior ecommerce Manager

April 2012- May 2014

- Increased pre-orders by 14% through a test and learn initiative of optimized product exposure and merchandising across the top 10 nations on the PlayStation® channels.
- Planned and executed A/B tests and conversion rate optimization strategies to improve site performance.
- Personalized customer journeys using data insights and market research to prioritize product placements across all 34 regions.
- Managed the global launch of the PS4 console, taking merchandising ownership of the site migration project to a new platform.