

Andrew Arnon

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Summary

A bilingual creative with excellent language and writing skills. Strong desire to explore the humor within everything. Thrive in creative environments but able to work with constraints. Interested in cultural differences and similarities. Experience in education, edutainment, social media, content creation, voice work, creative direction, storyboarding, advertising and communications in multi-lingual environments. Above all feel the need for expression and humor, no matter what form.

Experience

Chief Editor of Creative Content

Gymglish

Apr 2004 - Feb 2023 (18 years 11 months)

Primary author and editor of creative content for original language lessons at Gymglish .

Writing & Editing:

-Universe building, storytelling and character development for narrative elements of the courses Gymglish, Frantastique, Hotel Borbollòn, Wunderbla, Saga Baldoria.

-Lead author of the Rich Morning Show, cartoon English lessons for kids and beginners.

-Lead author of the Word of the Month, a humorous monthly look at the news in the headlines in English in partnership with LeMonde.fr.

- Lead author of The Word of the Month print edition book in collaboration with CALEC.

-Creation of original written content and copy editing for Gymglish.com, DelavigneCorp.com, AIGF.org, thewordofthemonth.com, vatefaireconjuguer.com, and partner pages at LeMonde.fr, Liberation.fr, LeParisien.fr etc.

-Pedagogical mapping and creation of questions, corrections, explanations and lessons for selected Gymglish products.

Voice and multimedia:

-Voice acting and direction for audio scenes and animation for all Gymglish courses.

-Podcast and radio segments: Un Jour, Une Question (FranceInfo), Story Time with Andrew & The Word of the Month Out Loud (Gymglish)

-Sound design and suggestions for pedagogical and marketing purposes.

-Creation of original marketing content designed for social media.

Communications, Marketing and Social Media:

- Edited and contributed to Gymglish social media accounts on Facebook, Instagram and Twitter.
- Created and copy edited content for social media and communications.
- Created unique, offbeat content for internal communications and onboarding of new team members.
- Created slogans for social network campaigns, goodies and promotions.

Management:

- Managed small team of authors and writers in the content team at Gymglish.
- Managed creative team in charge of producing narrative content, images, videos and marketing needs.
- Edited and validated tone and copy for marketing and communications internally and externally.
- Board member.



English Teacher

Academy, Private

Oct 2002 - Oct 2003 (1 year 1 month)

- Taught English to groups of Korean students ranging from 6-15 years old.
- Built lesson plans, coursework and led discussion groups for students learning English as an additional language.
- Taught conversational English to adults and children in private tutoring sessions



Associate

AG Ferrari Foods

1999 - 2000 (1 year)

sliced things. never fingers.

Education



Johnston Center for Integrative Studies, University of Redlands

BA, English

1998 - 2002



Urban School of San Francisco

1994 - 1998

Licenses & Certifications



Master Class - Writing for television

Skills

Social Media • Proofreading • Translation • Editing • Creative Writing • Blogging • English • Copy Editing • Language Teaching • Voice Acting

Honors & Awards



Publication of the Word of the Month book

Nov 2022

Lead author of the Word of the Month book, published in association with CALEC, 2022.