



## **DAVID CAMERON**

***TESOL and IELTS Certified – International TESOL Diploma V2  
Former People Leader and Customer Management Executive***

**Email:** [david@davidcameronesl.com](mailto:david@davidcameronesl.com)    **Mobile:** + 61 477 393411    **Website:** [www.davidcameronesl.com](http://www.davidcameronesl.com)

### **EXECUTIVE SUMMARY**

---

Dedicated, friendly and qualified ESL and IELTS certified Teacher based in Brisbane, Australia. Demonstrated and proven ability to implement engaging lesson plans that cater to diverse styles and learning proficiency levels. Fully committed and invested in helping students achieve their language goals and excel in the IELTS test.

Former Telecommunications People and Customer Management Leader and Executive with over 20 years of leading and coaching diverse workforce Teams with varying levels of capability and experience. Adept at mentoring and developing people's full capability to achieve and exceed business and personal objectives.

### **EDUCATION**

---

**TESOL Australia** – International TESOL Diploma V2 (Including IELTS Trainer Certification) - October 2024

**Telstra Corporation** – numerous certifications in People Leadership, Team Coaching & Employee Mentoring, Customer Account Management, Business Development and Customer Sales and Retention Management – July 2013 – July 2014

**Brisbane Grammar School** – Matriculation – 1982

### **MY KEY ATTRIBUTES**

---

**Excellent Communication skills:** experienced and tenured business leader who is highly effective at conveying ideas clearly and effectively through spoken or written words. I am an active listener who fully understands others before responding. I am an empathetic person which allows me to easily connect with people on a deeper level ensuring my students feel heard and valued. My confident communication style ensures I communicate succinctly and persuasively in a learning environment.

**Leadership and Mentor:** Experienced, influential and trusted Leader and Mentor who effectively nurtures and identifies the full potential of those he is teaching to deliver successful outcomes for all students.

**Relationship Management and Development:** Highly skilled at engendering trust and building relationships with students, business partners and all key stakeholders.

## **PROFESSIONAL EXPERIENCE**

---

### **TELSTRA CORPORATION**

**2013—Jul 2024**

**Position: Customer Engagement Lead (Telstra Enterprise)**

**2021 - Jul 2024**

#### **Responsibilities:**

- Lead a Team of 14 Customer Portfolio aligned Account Management Specialists across Telstra Enterprise's Top 500 business customers in Australia. Coached and mentored the Team to deliver best in class customer support in order to achieve a great customer experience.

#### **Achievements:**

- Exercised strong leadership skills in bringing together three disparate Customer Support Account Management Teams to one Team giving them clear and measurable objectives that resulted in my team exceeding FY24 performance objectives and achieving 100% customer engagement improvement which in turn saw an 8% improvement in customer NPS (Net Promoter Score).
- Led and coached a Team of 14 Account Management Specialists to successfully deliver 25% above budget, a 15% uplift in customer NPS and a 100% Leadership Satisfaction rating. Significantly raised the engagement and achievement of year-end objectives of two previously under-performing Customer Account Managers by engaging their trust through mentoring and leadership.

**Position: Account Director - Media & Broadcast - Telstra Enterprise**

**2013-2021**

#### **Responsibilities:**

- Sales /Revenue management, deliver share of wallet growth across Telstra Broadcast Services suite of strategic Broadcast Media services. Nurture and grow existing client relationships with key influential decision makers across an assigned customer account portfolio.

#### **Achievements:**

- Delivered \$AUD31M in sales in that led to 121% of sales target and achievement of a 30% increase year on year revenue growth by repositioning a strategic customer, securing customer's sponsors to support capability awareness.

#### **Prior to 2013:**

**Owner /Director - Davmar News Pty Ltd (2010-2013)**

**Asia Pacific Customer Relationship Manager - Fuji Xerox Global Services (2005 – 2010)**

**Sales Manager - Telstra Corporation (1998 – 2005)**

**REFERENCES - Available upon request**

---