

Zenna MARSHALL: CV

zenna.marshall@univ-cotedazur.fr

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I am a creative, reflexive, and collaborative international educator with 30 years of experience in a wide range of public, private, not-for-profit companies and universities globally. I work predominately at university level with a particular interest in international English for academic and professional intercultural communication. My research has focused on understanding resistance and motivation to learning and using English in the French HE sector and workplaces and how reflective practice can be used in both university and work-based learning situations. I am currently undertaking a Doctorate in Professional Practice at the University of St Andrews to research outcomes of Collaborative Online International Learning (COIL) projects with a focus on second language acquisition and 21st century skills.

Employment History

Université Côte d'Azur UniCA

Nice

2013 – present

Graduate School of Economics and Management – Undergraduate English for Economics coordinator, Elected member of the Academic Advisory Board

Coordinator and course designer/developer for undergraduate English programs. Course designer/tutor of Professional Communication and Transferable Skills for postgraduate students in Management, Economics, HR, Banking and Finance; Public Administration. Distance and online course development, design, and creation. Specialist in COIL projects.

The University of Bristol

Bristol UK

Jul – Aug 2016 - 2024

English for Academic Purposes Tutor/ Co-facilitator (Group Leader)

Intensive summer pre-session courses in English for Academic Purposes for Social Sciences/Science/Engineering/Medical fields. Preparing international PG students to study, carry out and present research in English.

EDHEC Business School

Nice

2012 – 2019

Course developer/Skills trainer/Teacher

English courses in presentation, writing and comprehension skills for the BBA EDHEC undergraduate programme; TOEIC and IELTS preparation classes; drop-in skills sessions for postgraduate students; course development; TOEIC examiner.

English Language Services

Nice

Nov 2012 – 2020

Freelance Corporate Trainer, copywriter and translator

In-company communication training for professionals in IT, event management, pharmaceuticals, recruitment and the yachting industry. Copywriting for the tourism, property management, professional photography and yachting industries. Translation (Fr to Eng) in yachting and interior architecture. (Clients include IBM, Fraser Yachts, Amadeus and HOUZZ)

Premier Tax Free/FINTRAX

Paris

Sept 2010 – Jul 2012

Account Executive

Managed relationships with luxury retail brands in France, Switzerland and Benelux; improved and maintained quality customer relations for key accounts (including Chanel, Gucci and Ralph Lauren), set up tax free shopping solutions, carried out staff training and support; responsible for legislation updates, monthly/quarterly reports and problem solving.

The British Council

Paris

Sept 2007 – Jun 2009

English Teacher

Valencia

Jan – Jun 2005

Intensive "Prépa" courses for elite French *Grande Ecole* entrance exams in association with Lycée Henri IV; FCE, CAE and CPE exams and general English classes; an assessor of level and learner needs; teacher trainer for classroom technology use and methodology.

PLLC Paris London Language Consultants

Paris

Sept 2008 – Jul 2010

English Language and Intercultural trainer

Designed and led tailor-made courses for a Paris-based subsidiary of an international logistics company, including intercultural communication training for management, sales teams and software engineers.

IES Abroad (US Study abroad program)

London

Jan 2006 – Aug 2007

Academic Administrator/Registrar

Managed a faculty of over 30 international professors for the prestigious inhouse program; course and exam organisation and registration; planned and led academic field trips; oversaw the academic advisory service.

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The University of Leicester

Leicester, UK Jul –Sep 2004 & 2005

EAP Teacher/Personal Tutor

Pre-sessional English for Academic Purposes courses for international postgraduate students, including academic and pastoral care responsibilities; writing coach for PG Engineering and LLM students.

International House

Seville 2003-2004

Teacher/ Magazine Editor

Buenos Aires 2000-2002

Peer workshops and conference speaker, in-company language training and English for Business, tailor-made courses in English for Catering, Tourism, Banking, Marketing and Medicine. General and exam classes for adults and YLs.

Bath, UK 1999-2000

Lisbon 1997-1999

Regent Language Training

Brighton, UK 2002-2003

Teacher/Social Programme Coordinator

General English and exam classes (Cambridge and TOEFL) for multi-lingual classes; advanced levels team leader; budget management of social programme.

Education and Training

University of St Andrews, Scotland

2025-2030

Institute of International Education and Lifelong Learning – Doctorate of Professional Practice TESOL

Taught Courses include: Education and Researching, Second Language Acquisition, Being a Doctoral Practitioner

Pending: Co-Direction with Université Côte d'Azur

Linköping University, Sweden

2021

Master in Adult Learning and Global Change, School of Behavioural Sciences

A collaboration between Linköping University; The University of British Columbia, Canada; Australian Catholic University, Melbourne; and The University of Western Cape, South Africa. Taught courses included Educational Psychology, Global and Local Learning, Workplace Learning, Understanding Research and a 20,000-word research dissertation entitled: *"Parce que ça ne sert à rien"* (Because it serves no purpose): Exploring low motivation to study English in the French HE system.

University of London Institute in Paris - ULIP

2010

BA Hons in French Studies with Translation

First Class Honours

Courses included: Contemporary Socio-Political Debates, Institutional and Sociological Roots of Contemporary France, French Literature and Visual Arts, Translation

Escuela Costa del Valencia, Spain

Spanish for Business - Level: Perfeccionamiento 2 (CEFR C1)

2004

The Open University, UK

A Foundation in Social Science

1998 Distinction

The English Language; Past, Present and Future

2003

RSA CELTA Certificate in English Language Teaching

1997

RSA Diploma in Information Technology

1996

Advanced Excel Training, VIT Paris

2010

A-Level: French, English Literature, Maths

1994

S-Level: French

1994

Languages

First Language: English

Fluent: French

Advanced: Spanish

Basic: Italian/Portuguese

Project Participation

Collaboration: Université Côte d'Azur (UniCA), TUKE, Košice, Slovakia, The University of Montenegro (UCG) and MCI The Entrepreneurial School, Innsbruck, Austria (joining in 2026)

Project: An International Entrepreneurial COIL Project within The ULYSSEUS European University Alliance

Duration: Sept-Dec 2022, 2023, 2024, 2025, 2026 +

Role: Initiator and collaborator

Description: In the latest annual edition, a total of nearly 400 students from UniCA and TUKE worked together in 93 remote teams to create and pitch a start-up idea promoting increased sustainability of university life. We have partnered with the Innovation Fund of Montenegro <https://fondzainovacije.me/en/home/> and UniCA Entreprendre <https://entreprendre.univ-cotedazur.fr/> our professional entrepreneurial judges for the shortlisted teams.

Collaboration: Ulysseus, The European University <https://ulysseus.eu/>

Project: A Blended Intensive Program, Developing Cultural Competences through Business Development

Duration: Apr-May 2024, 2025, 2026 +

Role: Collaborator and then co-creator

Description: Co-created the 2025 edition of an international study week including a virtual collaborative component to bring together around 30 students from six universities across Europe, members of the Ulysseus alliance, in preparation for 2027 edition. Participated in the teaching team of the 2024 and 2026 editions which took place at Haaga-Helia University of Applied Science in Helsinki.

Collaboration: Université Côte d'Azur and Haaga-Helia University of Applied Sciences, Helsinki.

Project: A Ulysseus International Interdisciplinary Entrepreneurial COIL Project

Duration: Jan-Apr 2025, 2026

Role: Initiator and collaborator

Description: 3rd year CPES students working with Hotel and Tourism Management students on global remote teambuilding and designing start-ups to increase the sustainability of university life.

Collaboration: Université Côte d'Azur and North Carolina State University (NCSU)

Project: Global Competences and Sustainable Communities

Duration: Mar-May 2025 and 2026

Role: Collaborator and Co-creator

Description: A hybrid, transatlantic project involving HRM Master's students from UniCA and mixed discipline students from NCSU working together, both virtually and in person, to explore Sustainable Communities on both continents through the UN Sustainable Development Goals, encouraging intercultural communication and mediation skills.

Extra responsibilities and accolades

- Elected member of the Academic Advisory Board for UniCA (Conseil Académique)
- The International Entrepreneurial COIL Project within The ULYSSEUS European University Alliance was awarded the Grand Prix de l'Innovation Pédagogique 2026 by the Pôle Innovation Pédagogique, Direction de la Formation UniCA.

Conferences & Public Lectures

What data, how to get it and who to ask: Collecting staff and student feedback to improve the digital experience

Newman, T (Timmus Research) & Marshall, Z (Université Côte d'Azur), 17-21 June 2024, Digital Week, Université Côte d'Azur

Reflection: Nature or Nurture? Presenting a collaborative action research project exploring student development of academic reflection. Bannigan, N., Macfarlane, G., & Marshall, Z, August 2021, University of Bristol, CALD

Puzzling Intercultural Influences in EAP: Who says we have to conform? Discussing how we approach academic conventions from a cultural angle: Confucius, la lecture française, and poetry in social science. Marshall, Z. August 2020, University of Bristol, CALD

Precarity in EAP: A Discussion. EAP Practitioner Precarity and the Coronavirus, A practitioner's perspective: leading the conversation, Marshall, Z. in conversation with Newton, V. May 2020, University of Leeds

<https://celt.leeds.ac.uk/practitioner-precarity-and-the-coronavirus-introduction/>

Why learn another language? A public lecture exploring the motivations and resistance towards learning a second language. Marshall, Z. May 2019, Association France-Grande Bretagne, Nice

Global English: Whose language is it? An interactive reflective lecture considering the evolution of vocabulary and grammatical structures in both the English and French language. Marshall, Z. May 2018, Association France-Grande Bretagne, Nice