

SNEHA LALWANI

Instructional Designer *Digital Marketing and Content Specialist*

PERSONAL

Hardworking, optimistic and goal oriented. Never satisfied with current knowledge and always willing to learn more. Very passionate about education and design.

SKILLS

- Adobe Photoshop
- Microsoft Suite
- Blogging
- Articulate 360 Suite

ACHIEVEMENTS:

- Talent Development Scholarship (TDS) 2018/2019
- Government Scholarship for Outstanding Performance (OP) 2018-2019
- Blog piece featuring Caroline Simonelli
- Facilitated an AI tools workshop for HKU Citers

LANGUAGES

- English (Native proficiency)
- Cantonese (Limited working proficiency)
- Hindi (Full professional proficiency)
- Mandarin (Elementary proficiency)

PORTFOLIO

<https://snehalalwani.com/>
<https://www.learnmonade.com/minicourses/>

WORK EXPERIENCE

LEARNMONADE - Digital Instructional Designer

11/23 - PRESENT

- Facilitated an AI education course with UNESCO ICHEI on the IIOE platform, targeting higher education teachers and professionals, from 90+ universities globally.
- Created promotional materials, to support pop-up exhibitions held in UNESCO Shenzhen and Jakarta, effectively generating interest in Learnmonade.
- Innovated and implemented various AI-infused learning experiences, enhancing the overall learning process and improving learner outcomes.

LEARNMONADE - Digital Designer

11/22 - 11/23

- Independently managed two major projects, valued at over HKD 50,000, collaborating with renowned fashion instructors. Utilized Articulate 360 suite to create engaging and educational courses.
- Efficiently led a team of 4 interns, reducing course-building time from 4 months to 1 month, resulting in a 70% increase in productivity.
- Designed and developed a fully-functional website for Learnmonade using Elementor.

MOTIF - Digital Marketing and Content Specialist

06/22 - 10/22

- Developed and executed social media content aligned with brand guidelines, resulting in a significant increase of 55% in profile visits.
- Authored engaging blog posts about the fashion industry, delivering informative and captivating content to the target audience.
- Created promotional blog features highlighting course instructors and collaborating brands, effectively driving course enrollment and brand awareness.

MOTIF - Junior Instructional Designer

07/21 - 06/22

- Developed course materials that effectively stimulated learner interest and facilitated interactive learning experiences.
- Demonstrated creativity in brainstorming innovative methods to deliver online lessons, resulting in increased learner engagement and extended learner stay time on the website.

ACADEMIC TRAINING

Hong Kong Baptist University

BACHELORS DEGREE IN ENGLISH LANGUAGE AND LITERATURE

09/19 - 06/21

- 3rd year entrant
- Member of AIESEC as a marketing manager
- Member of HKSTG (SHAX) as editor and makeup artist

Hong Kong Institute of Vocational Education

2-YEAR HIGHER DIPLOMA IN PUBLIC RELATIONS & MEDIA BUSINESS (GPA 3.76)

09/17 - 06/19

- Supported academic growth as a placement tutor at HKSKH Lady MacLehose, and facilitated successful event organization for positive participant experiences.

CONTACT INFORMATION

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