



Tanmoy Mahato

Learning Experience Designer · AI Learning Solutions · Customer Education

Digital Growth & Meta Ads · 6+ years practical experience

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PROFILE

Learning Experience professional with 6+ years of hands-on work at the intersection of education, coaching, design, marketing and AI. I help coaches and education businesses create learning resources, launch programs, generate leads and build digital experiences — combining practical instructional design with AI and no-code tools.

IMPACT SNAPSHOT

40+

Coaches supported / launched

1,000+

Learning resources designed

6,000+

Creative assets designed

3,000+

Leads generated (Meta)

10+

AI / no-code websites

6+

Years experience

CORE CAPABILITIES

Learning Experience Design

Presentations, workbooks, worksheets, educational PDFs, course materials, student journeys, coaching-program and training materials.

Digital Growth & Meta Ads

Campaign setup, ad creative, lead generation, campaign monitoring, lead-data management, marketing assets.

AI & No-Code Digital Building

ChatGPT, Claude, Lovable, TagMango, AI-assisted website creation, landing pages, coaching websites.

Visual Communication

Canva, PowerPoint, social media creatives, posters, banners, brochures, thumbnails, educational graphics.

SELECTED WORK

Learning Experience Design for Coaching Programs

Learning material design · resource creation · student journey structuring

- Designed presentations, workbooks, worksheets and educational resources for coaching programs.
- Structured student journeys and supported coaching-program delivery.
- Evidence: 1,000+ learning resources designed · 40+ coaches supported / launched.

Meta Lead Generation Campaigns

Campaign setup · creative development · monitoring · lead-data management

- Ran lead-generation campaigns for education, coaching and recruitment.
- Selected campaign snapshot: 601 leads · approx. Rs 5,490 spend across four campaigns · weighted average CPL approx. Rs 9.13 · best CPL Rs 4.69.

AI-Assisted Website Building & Student Mentorship

AI-assisted building · no-code development · session mentorship

- Built websites with AI and no-code tools; several examples were student projects built during sessions.
- Evidence: 10+ websites built or delivered.

Visual Communication for Coaches & Clients

Visual design · template systems · client deliverables

- Presentations, brochures, posters, carousels, thumbnails, banners and worksheets. Evidence: 6,000+ creative and visual assets designed.

EXPERIENCE TIMELINE

2017	Diploma in Civil Engineering — Ramakrishna Mission Shilpapith, Belghoria.
•	Early professional experience, entrepreneurship and independent client projects.
2019-2024	Worked closely with coaching businesses — development, launch and growth support.
•	Coach Launchpad / coaching-program support: learning materials, delivery support, marketing creative.
Present	Learning + AI + digital growth. Currently working with Greatship Management, running Meta advertising campaigns and creating marketing materials.

SKILLS

Learning Design	Learning Experience Design, Instructional Design Foundations, Curriculum Structuring, Course Materials, Workbook Design, Presentation Design, Student Journey Design, Customer Education
Digital Marketing	Meta Ads, Lead Generation, Campaign Management, Creative Strategy, Marketing Content, Lead Data Management
AI	ChatGPT, Claude, Lovable, AI-Assisted Content Creation, Prompting, Vibe Coding, AI-Assisted Website Building
Design	Canva, PowerPoint, Visual Communication, Social Media Design, Brochures, Worksheets, Banners
Tools	Google Docs, Google Sheets, Google Workspace, Zoom, TagMango

EDUCATION

Diploma in Civil Engineering

Ramakrishna Mission Shilpapith, Belghoria · 2017

Professional development: currently building formal credentials in Learning Design, Digital Marketing and AI.

CONTACT

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