

# BHANU SISODDIA

## PROFESSIONAL SUMMARY

Enthusiastic and accomplished Foreign Language and Culture Instructor with over 16 years of teaching experience in in-person and online settings. A 2024-2025 Fulbright-Hays Participant focused on creating innovative educational resources emphasizing diversity, storytelling, and cultural literacy. Expertise in instructional design, student engagement, and curriculum development. Recognized for exceptional ability to foster collaborative learning environments, deliver culturally immersive experiences, and design interactive learning programs that inspire learners.

### CORE COMPETENCIES

Program Coordination and Student Engagement

Foreign Language/Culture Instruction

Curriculum and Instructional Design

Interactive Teaching and Learning

Online Lessons

Innovative Lesson Planning

Learning Style Assessment

Certified TESOL Instructor

Syracuse University (Department of Linguistic and Languages)

August 2019 to Present

Hindi Lecturer (Online/ In Person) – Part - Time

- Teaching beginner to advance level Hindi while creating, writing and producing new materials including audio and visual resources.
- Deliver engaging lessons to a range of classes.
- Design online teaching resources for the department and online course curriculum by applying comprehensive knowledge to eLearning strategies.
- Observe students assimilating the language from scratch.

University of Wisconsin – SASLI (South Asian Summer Language Institute) June– August 2020

Online Hindi Instructor (Elementary Hindi)

- Taught beginner Hindi to a large group of students online.
- Used different online teaching resources like Canvas Ultra and Zoom.
- Primary focus language proficiency and student engagement.
- Prepared weekly and daily lesson plans.
- Work cooperatively with other instructors in developing and sharing curriculum strategies.

**Diplomatic Language Services – (Defense Language Institute)**

June 2018 – Present

Online Hindi Language Instructor ((Independent Contractor Part Time/Online)

- Conduct small and large group language classes using a wide variety of language teaching methodologies and techniques, stressing on speaking, listening comprehension, and reading skills.
- Generating and testing new teaching, study and testing materials.

**The International Center for Language Studies.**

March 2018 – Present

Online Hindi Language Instructor (Independent Contractor Part Time/Online)

- Conduct online classes using Adobe, Blackboard, Bluetooth, Zoom.
- Developing online lesson plans and Teaching Material.

**Foreign Service Institute – US Department of State (Yorktown)**

January– June 2018

Hindi Language and Culture Instructor (Independent Contractor)

- Conduct small and large group language classes using a wide variety of language teaching methodologies and techniques, stressing on speaking, listening comprehension, and reading skills.
- Creating and field-testing of new teaching, study, student advisory, and testing materials.
- Recording of audio or video materials to be used in conjunction with established language training curriculum or as ancillary resources for student self-directed study.
- Assist in in-service staff development and orientation activities, including giving presentations or facilitating a workshop sponsored by FSI.
- Reviewing and editing in foreign language and English for instructional materials.

**GRA Benefit Group / East Lansing, MI**

2017 – 2018

Account Manager

- Assisted customers to make buying decisions armed with accurate information on company products and services. Analyzed and recommended solutions on customer complaints.
- Documented resolution of inquiries and complaints and promptly communicated changes or adjustment in policies to clients.
- Learned insurance policy product details to determine loss of coverage for policyholders.

**Green Stone FCS | East Lansing, MI**

2017 – 2017

Marketing Assistant

- Served as company lead in CRM marketing initiatives including lead and opportunity processing.
- Assisted management in selling products by organizing the CRM database including records, email address, workflows, notes and dialogues.
- Managed email and/or text message usage for promotions, campaigns and communications.
- Contributed to selling and connecting with potential clients by maintaining customer information, communication preferences and marketing requirements.

**Newby Teas of London | East Lansing, MI**

2016 – 2017

## Marketing Coordinator

- Managed marketing and promotions executed public relations programs and organized branding events.
- Expanded organization and brand awareness by organizing and attending trade shows and other key events.
- Drove community outreach and partnership building with Lansing Chambers of Commerce and Convention Visitor Bureau.
- Represented Newby Teas at Kaleidoscope and Zonta Club of Lansing.

**Michigan State University | East Lansing, MI**

2010 – 2014

## Language Instructor – (Department of Linguistic and Languages).

- Taught beginner to advance level Hindi while creating, writing and producing new materials including audio and visual resources.
- Prepared and delivered engaging lessons to a range of classes.
- Led social and cultural activities such as Chai and Chat (Hindi –Urdu Social).
- Designed online teaching resources for the department and online course curriculum by applying comprehensive knowledge to eLearning strategies.
- Observed students assimilating the language from scratch because of absorbing teaching methods.

**Program Coordinator - Khorana Scholar Program, Asian Study Center**

- Liaised across campus with different colleges and inter-campus with the University of Wisconsin.
- Collaborated with MSU colleges and departments.
- Recruited MSU faculty to participate as mentors for scholars.
- Coordinated pre-arrival arrangements around health insurance, housing, and immigration paperwork for scholars.

**Times Out of Home Media (New Delhi, India)**

2007 – 2009

## Group Account Manager

- Oversaw all major accounts and resolved escalated client issues.
- Prepared profitable bids and price quotations.
- Advised sales executives on vision, direction and account relations.
- Spearheaded new revenue-generating initiatives by leading the team in account management and business development and driving advertising account growth.
- Collaborated across multiple departments to coordinate on-time delivery of projects, promote client satisfaction and acquire a competitive edge.
- Secured new media as part of an acquisition team identifying potential markets for investments.
- Created strategies for improved productivity, eliminated redundant processes and strengthened quality control methods specializing in outdoor advertising.
- Won multiple awards for creativity, outstanding design, campaign impact and quality.

**Portland India Outdoor Advertising (New Delhi, India)**

2005 – 2007

## Account Manager

- Developed proposals and conferred with clients to develop effective print / online campaigns.
- Provided continuous client satisfaction to help expand the business.
- Implemented sales and account development strategies to align and hit growth and volume targets.
- Sourced new client accounts and prepared and delivered presentations tailored to client needs.
- Coordinated with account managers throughout campaign implementation.
- Administered client interactions and projected budgets.
- Key contributor to rapid business growth by developing effective advertising strategies and forging relationships with key clients, boosting annual revenue.

**EDUCATION**

TESOL -ESL – Arizona State University.

Master of Arts - Management, University of Phoenix

Bachelor of Arts - History and Political Science, University of Delhi

Post Graduate Diploma - Public Relations &amp; Advertising, Sardar Patel College of Mass Communication

Diploma - Advertising &amp; Marketing Management, Amity School of Distance Learning.

**Awards and Achievements**

- Fulbright-Hays Participant (2024-2025): Selected for participation in a program focused on developing K-12 Hindi teaching materials centered on narratives of diversity, storytelling, and India's architectural heritage.
- Multiple teaching accolades for student engagement and innovative curriculum design.
- Recognized for excellence in program coordination and community outreach initiatives.