

## Capability Statement

# Learn English Weekly Digital Learning Ltd

Helping learners and institutions access high-quality English education through engaging, culturally relevant digital content.

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## Core Competencies

- Production of engaging digital English learning content for adults and children
  - Bilingual delivery with cultural adaptation for Mandarin-speaking and Asian audiences
  - Specialised instruction in phonics, survival English, and British English listening skills
  - Flexible delivery models (self-paced, live online, or hybrid programmes)
  - Tailored curriculum and resource development for institutions and individual learners
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## Differentiators

- TEFL-certified British English educator with 5+ years of tutoring and content creation experience
  - Content culturally localised for learners in Asia, including Taiwan, China, and beyond
  - Strong online presence:
    - 4.4K+ followers on Threads (4–8 week growth sprint)
    - 850+ YouTube subscribers with videos receiving up to 20K views
    - Active TikTok channel with multiple viral short-form videos
  - Custom-built self-study tools, video lessons, downloadable materials, and SEO-driven digital education content
  - Proven success across multiple delivery formats, including web, video, mobile, and social platforms
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## Past Performance

- **Website:** 3.98K organic clicks and 255K impressions (last 6 months)
  - **Top Website Audiences:** U.S., Spain, India, Mexico, and Italy
  - **YouTube:** Over 100K monthly views across adult and children's learning content
  - **Content Production:** 100+ digital lesson packs and printable worksheets
  - **Teaching:** 5+ years of English tutoring experience with British Council CPD certification
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## Company Information

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