

# Deepti BALAGOPAL

Director | Language Scientist | French-English Bilingual | Multilingual Educator & Innovator

+91 984 00 711 32

deepti@hereandnow.co.in

<https://www.linkedin.com/in/deeptibalagopal/>



A distinguished linguist and a dynamic leader with over a decade of experience in language education and business development. As the Director of HERE AND NOW – The Language Institute, she has been a catalyst in revolutionizing language learning in India. A charismatic public speaker and an inspiring role model, Deepti has empowered thousands of students, teachers, corporate professionals through her innovative programs and hands-on approach to language acquisition. With expertise spanning business development, curriculum design, linguistics, and AI, she has made substantial contributions to the growth and success of the institute. Deepti is known for her ability to connect with diverse audiences, drive strategic initiatives, and inspire high performance.

## CONTRIBUTIONS

### COO & Language Scientist

**HERE AND NOW AI - Artificial Intelligence Research Institute**

June 2018 – ongoing

**AI-Enhanced Language Teaching:** Utilizing advanced AI tools, such as GPTs, Gemini, BonPatron, & Lingvist, to personalize French language instruction. These tools, combined with HERE AND NOW's proprietary systems, create personalized learning paths based on student progress. This approach increased student engagement by 35% and reduced learning time by 20%, setting a new benchmark for adaptive and immersive language education.

**Innovative Language Acquisition Techniques:** Incorporating linguistic expertise with AI tools like Speechling and Quizlet, alongside HERE AND NOW-developed systems, to innovate teaching methods. Research on language acquisition, supported by AI, led to the creation of new, tailored teaching models that now drive personalized learning for students.

**AI Tools for Translation and Linguistic Applications:** Skilled in leveraging open-source machine translation tools such as Apertium, Moses, and OpenNMT, in conjunction with commercial AI tools like DeepL and Google Translate. These technologies have improved the efficiency and accuracy of translating legal, commercial, medical, and financial documents. Specialized in translating insurance projects, police reports, and manuscripts in both French and Spanish, enhancing precision and contextual relevance.

**AI-Driven Educational Content:** Employing AI-powered content creation platforms like Edpuzzle and Pear Deck to develop interactive, real-time adaptive exercises that respond to individual learning progress. This approach to content creation has made learning experiences more engaging and resulted in higher retention rates across diverse student demographics.

**Empowering Educators with Technology:** Training over 1000 French educators in the use of AI tools for language teaching, such as Google Classroom, Kahoot!, and Slack, to enhance classroom interactivity and teaching effectiveness. This initiative increased teacher productivity by 50% and fostered a more innovative learning environment.

### Director & Curriculum Designer

**HERE AND NOW – The Language Institute**

February 2016 – ongoing

**Business Development and Growth:** Spearheading the expansion of HERE AND NOW from a niche language institute to a nationally recognized leader in French education, with 300% growth in student enrollment. Targeting Canadian immigration aspirants, university students, and corporate clients, including Saint-Gobain, with tailored French programs that address specific professional and academic needs.

**Innovative Marketing Strategies:** Pioneering data-driven marketing strategies, integrating AI tools like HubSpot CRM and Google Analytics to segment audiences, optimize advertising spend, and personalize campaigns. Successfully reducing marketing costs by 60% while increasing return on investment. These innovations led to improved lead acquisition and a substantial 200% increase in revenue over three years.

**Sales Increase Through Leadership:** Establishing a high-performance sales team through incentive-based training, leading to a 40% improvement in team productivity and 25% reduction in turnover. Resulting in a 200% revenue increase over three years by implementing cutting-edge sales strategies and customer engagement models.

**Curriculum Creation and Pedagogy Innovation:** Designing curricula for diverse educational boards like IB, IGCSE, CBSE, and State Boards for schools and colleges, including Saveetha Group and Tagore Group. Corporate clients such as Saint-Gobain benefit from tailored French programs for employees preparing for international exams like DELF, DALF, TEF, IELTS, and more. Development of programs like the IMMERSION PROGRAM (A1-B2) and TEF COMPASS, contributing to over 5,000 fluent French speakers and training more than 1,000 French teachers.

**Total Language Department Management:** Complete Management of the recruitment, training, and teaching of language departments with Teachers under HERE AND NOW's payroll for various educational institutions and corporate entities. Responsibilities include creating payroll systems, conducting workshops for French grammar and translation, and ensuring high-quality instructional standards across the institute.

**Translation and Interpretation Expertise:** Leading translation projects across multiple domains including legal, medical, and financial, as well as specialized translations for insurance projects, police reports, and manuscripts in French and Spanish. Providing interpretation services for over 100 French delegations from France and Canada, enhancing diplomatic and business relationships.

**Voice-Over and Subtitling Projects:** Overseeing voice-over and subtitling for video contents, and documentaries, for regional content translated into French. Ensuring cultural and linguistic accuracy in all media projects for broadening French-speaking audiences.

**Content Creation and Proofreading:** Directing the creation of over 300 pieces of educational content, including blogs, marketing materials, and course modules. Ensuring impeccable quality through meticulous proofreading, maintaining HERE AND NOW's brand as a leading language education provider.

## EDUCATION

### Diploma in Business French B2

**HERE AND NOW – The Language Institute**

08/2014 – 12/2015

**Specialized in Business French,** focusing on high-level professional communication skills required in international business settings. The diploma covered key areas including negotiation tactics, delivering persuasive presentations, report writing, drafting minutes of meetings, and professional letter writing. This program empowered her to conduct business confidently in French, understand complex commercial terminologies, and navigate cultural nuances in global business environments.

### Master of Arts in Tourism Management

**IGNOU, New Delhi**

2004 – 2006

**Developed a robust foundation in tourism management** with a focus on cross-cultural communication and service excellence. Acquired leadership skills through practical projects, fostering an understanding of diverse cultural dynamics and their influence on global tourism.

### Bachelor in Tourism Management

**Avinashilingam University, Coimbatore**

2000 – 2003

**Gained a comprehensive understanding** of tourism management principles, emphasizing leadership, customer relationship management, and effective communication. Developed an early interest in languages, which has been pivotal in shaping her career as a language scientist and educator.

## PROJECTS & INNOVATIONS

1. IMMERSION PROGRAM (A1-B2 in 108 days).
2. Sprint Program.
3. TEF COMPASS (A1-B2+TEF).
4. Advanced Language Acquisition Models.
5. AI-Powered Language Learning Tools.
6. Curriculum Design for Linguistic Competence.

### Languages

French C1 (Native-like fluency), English C2 (Native-like fluency), Hindi B2 (Upper-Intermediate), Tamil C1 (Advanced), Malayalam C2 (Native), German: A1 (Beginner)

### Skills

Leadership Skills.  
Public Speaking.  
Building and Management.  
Curriculum Development.  
Business Development.  
Marketing Strategy and Execution.  
Content Creation and Writing.  
Translation and Interpretation.  
Voice Over and Subtitling.  
Data Analysis and Predictive Modeling.  
AI Integration in Education.  
Negotiation and Mediation.  
Project Management.

### Competencies

Strategic Visionary.  
Analytical Problem Solver.  
Innovative Thinker.  
Cross-Cultural Communication.  
Adaptability and Resilience.  
Customer-Centric Approach.  
Mentorship and Coaching.  
Data-Driven Decision-Maker.

### Tools

Google Workspace (Google Suite), Microsoft Office Suite, HubSpot CRM, WordPress, Canva, Hootsuite and Buffer, Slack, Trello, Mailchimp, Python for Data Analysis.