

# Prudence Chikono

Instructional and Learning Experience Designer | Content Writer

[Email](#) | [LinkedIn](#) | [Website](#) | [Projects](#)

A skilled writer and instructional designer who creates impactful, user-centric learning experiences. I am talented at creating **informative and educational content** that is engaging, clear, and easy to absorb. My work experience spans **15 years of directly assisting CEOs** and Directors in **fast-paced, complex environments**, where I have consistently delivered optimized experiences. I seamlessly function as a creative and strategic partner with the skills to structure and adapt my writing and content elements to meet user needs. The learning content I build has trained and impacted over 250,000 diverse professionals—enough to fill Wembley, FNB Stadium, and Madison Square Garden.

## Professional Experience

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### Founder and Professional Skills Coach

[Executive Assistant Hacks \(EA Hacks\)](#)

10/2021 – Present, Portugal

- Designed and launched [eahacks.com](#), a Wix Studio website, to share knowledge and upskill executive support professionals in **AI/tech tools and** interpersonal and administrative skills.
- Coached Executive/Personal Assistants, and Chiefs of Staff in highly demanding, fast-paced offices, applying adult learning and **cognitive load principles** to tailor coaching sessions, break down complex concepts, and formulate actionable strategies aligned with individual goals.
- Trained 20+ founders and leaders of early-stage, community-based organizations in prioritization and **time management** skills through my workshop, *Mastering the Value of Time for Leaders*.
- Co-wrote engagement-driven **instructional material** for continued education programs in Biotech in Thinkific LMS and New Product Market Entry for Emerging Entrepreneurs in Canvas LMS.
- Provided direct executive and organizational support to NBA Africa ex-CEO, Victor Williams.

### Learning Experience Designer

[Sand Technologies](#)

07/2023 – 07/2024, Mauritius, Remote

- Appointed **subject matter expert** and applied **data-driven** insights to redesign **content strategy** for an 8-week, full-time, Virtual Assistant program, improving learner engagement and retention.
- Utilized **backward design** to define and align learning objectives, assessment, content structure, and measurable outcomes for a 6-week **AI Career Essentials** pilot program.
- Developed **instructional content, UI text**, and interactive elements using **HTML and Markdown**.
- Applied **adult learning** theory and **cognitive load** strategies to improve engagement and retention.
- Structured **content architecture**, branching, and flow for multiple short programs, grouped and scaffolded content to improve learner experience, knowledge retention, and practical application.
- The program enrolled 102,000+ learners aged 18-25, achieved a **97% CSAT** score, 87% NPS, and a graduation rate of 140% of the target.
- Adapted and **localized learning content and tone** to improve accessibility and relevance for diverse users with varied socio-economic needs such as limited resources and Wi-Fi/device access.

### Learning Experience Designer

[ALX Africa](#)

05/2022 – 07/2024, Kenya, Remote

- Created **instructional content and UI text** in Canvas LMS for a 3-month full-time program for AWS, Salesforce, Data Analytics/Science, and Software Engineering professionals.
- Employed **backward design** principles to align objectives, learning materials, and assessments.
- Defined **product tone** and the easy-to-grasp, engaging, and concise writing approach I used was adopted as standard for short online programs by the organization.
- Developed **learning content** and **peer-graded assessments** in Canvas LMS for 2 flagship programs that now serve as benchmarks for learning experience design and instructional design at ALX.
- Conducted **data-informed content iteration** to enhance engagement and retention by adjusting the content load and addressing drop-off points based on learner feedback (92% CSAT score).
- Trained team members in Instructure **Canvas LMS** navigation, features, and best practices.

## Consultant - Office of the CEO

African Leadership Academy

09/2022 – 02/2024, South Africa, Hybrid

- Led the administrative function for a new CEO and ensured continuity during a leadership transition.
- Coached newly appointed administrative support staff for the CEO and CFO and accelerated their onboarding by teaching them best practices and how the organization's complex divisions interlink.
- Developed the CEO's office administrative support **playbook and continuity plan**, detailing deliverables, cross-departmental dependencies, org-wide considerations, approaches, and impact.

## Executive Assistant - Office of the CEO

African Leadership Academy

12/2018 – 02/2022, South Africa

- Developed clear and structured comprehensive organizational documents, including strategic plans, departmental OKRs, KPIs, Board/AGM presentations/packs/minutes, and funder updates, to drive informed decision-making and seamless organizational operations.
- Led Executive Committee syncs on **cross-divisional projects**, defined actions, and tracked progress, dependencies, and next steps to ensure organizational alignment.
- Optimized reporting processes and improved compliance with **operational standards**, and statutory/ funder requirements by developing an org-wide MS Excel reporting system that managed timelines and cross-department dependencies.

## Business Administrator

Witkoppen Health and Welfare Centre

08/2015 – 11/2018, South Africa

- Created and maintained a **compliance reporting tracking** tool for 16 major funders.
- Developed **project plans**, concept notes, funding proposals, narrative reports, newsletters, and org-wide standard operating procedures and policies.
- Selected as key personnel on a USAID funding grant and **prepared a 6-year closeout** consolidated report when the grant ended.

## Early Career

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Senior Office Administrator (short-term)	Matlou Group,	04/2015 – 08/2015, South Africa
Administrator	Sue Mbaya & Assoc.	08/2012 – 03/2015, South Africa
Office Administrator	Celebration Church	01/2011 – 06/2014, South Africa
Office Administrator	United Touring ZWE	11/2009 – 01/2011, South Africa
Administrative Assistant	Intercity Real Estate	04/2009 – 11/2009, South Africa
Custom Cakes Baker	Self-Employed	03/2003 – 03/2009, Zimbabwe

## Education

### Bachelor of Accounting Science in Financial Accounting

University of South Africa, Pretoria

06/2016 – 10/2020, South Africa

### Pre-Medicine

Quincy University,

08/2000 – 05/2001, Quincy, IL, US

## Tools

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- **Productivity and Projects:** Google Workspace, Microsoft Office, Monday, Miro and Salesforce.
  - **Learning Management and Instructional Design:** Instructure Canvas LMS, Thinkific, Kritik, Adobe Creative Cloud, Articulate Storyline 360, and Savanna LMS.

## Highlights

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- Ongoing appreciation **shout-outs on LinkedIn** from learners benefiting from my content.
  - **Summiting Mount Kilimanjaro**, Africa's highest peak, in 2021. The trek was a physically and mentally demanding yet highly fulfilling accomplishment.
  - **My first blog** [Perks of Being an Executive Assistant](#) reached 120,000+ views in 2024.