Learnexus

Life University Finds **Top-Tier Freelancer** for Online Education Course with **Learnexus**

Type of study:
Software company

93 4th
Avenue, New
York

Prepared by :
Pete Enestrom CEO

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The Challenge: Finding the **Right Freelancer** for a Unique Project

When Dr. Georgianna Laws, Director in the Office of Distance Learning at Life University, needed a freelancer to produce a massive open online education course (MOOC), she faced a unique challenge. She needed someone who had a robust portfolio and specialized in producing MOOCs, and finding the right freelancer for the job was essential to the success of the project.

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The Solution: **Streamlining** the **Hiring Process** with Learnexus

Dr. Laws turned to Learnexus, a freelancer marketplace focused on Learning & Development. Through the Learnexus platform, Dr. Laws was able to quickly find a highly qualified Instructional Designer who met all her criteria. The freelancer, Larry, was able to work 100% virtually and employed his own computing resources to produce the course. He met biweekly milestones, provided weekly status reports, and maintained accurate records in the team's project-management software.

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The Benefits: **Saving Time** and **Money** While Gaining **Valuable Insights**

But the benefits of using Learnexus for Life University went beyond just finding a top-tier freelancer. The platform allowed Dr. Laws to streamline her hiring process and save time and money. As she notes, "A conventional hire in a university is often time-consuming, but with Learnexus, I was able to see side-by-side comparisons of all these highly qualified professionals. I was able to see their rates, their portfolio, see their skillset side by side, and that was extremely helpful in making my hire on time and staying well within budget."

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In addition, Learnexus provided Dr. Laws with complete visibility across all her engagements, allowing her to efficiently track progress, budget, and ROI across multiple projects. The platform's data-driven approach provided her with valuable insights into freelancer performance and allowed her to make informed decisions about future hires.

But perhaps most importantly, Learnexus allowed Dr. Laws to focus on what she does best – leading her team and advancing her organization's learning initiatives. "I chose Learnexus because I knew that they could deliver exactly what I was looking for – a very effective hire for a pre-vetted instructional designer who met all my main criteria," she says. "With Learnexus, I was able to find and hire the right freelancer on time and well within budget, allowing me to focus on what I do best – driving innovation and growth for Life University."

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The Results: **Success** and **Future Trust** in Learnexus

Thanks to the success of the MOOC project, Dr. Laws said she would absolutely trust Learnexus with all her hiring needs in the future. With Learnexus, Life University was able to find the perfect freelancer for their project and achieve their goals in a timely and cost-effective manner, all while gaining valuable insights and maintaining complete control over their L&D staffing.

Leadership Strategist

Instructional Manager

LMS Specialist

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Get in touch with us!

hello@learnexus.com

Learnexus.com

+1 888-450-2940

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