

WORK EXPERIENCE

- **CONTENT & SEO/SEM MANAGER** (OCT 10 – CURRENT)
 Will disclose on request, Atlanta Georgia
 - Renewing web brand experiences for two of their websites and creation of new content, content and project management, usability and layout aspects of design.
 - Analyze existing site structure and create wireframes, sitemaps, page layouts, flows and navigational schema prototypes for new website architecture recommendations in accordance to business requirements.
 - Conceptualization, analysis, implementation & management of unique and defined SEO/SEM strategies to rank higher in the respective websites' organic searches using Google Analytics, Adwords, Webmaster Tools, Trends and Insights.
 - Front-end design and development for their event management campaigns.
- **WEB & GRAPHIC DESIGNER & SEO STRATEGIST** (JUN 09 – OCT 10)
 Raltec Corp, Atlanta Georgia
 - In the process of refining and re-branding Raltec Corp website (please visit <http://ralteccorp.com/>).
 - Developed an extensive SEO/SEM strategy for Raltec Corp's web presence. This included :
 - Search Engine Result Page monitoring for targeted keywords.
 - Reporting traffic and conversion results using Google Analytics.
 - Coordinate and implement SEO guidelines and strategies for developers and QA.
 - Experienced in Software Development Life Cycle (SDLC) and performed the role of a QA resource to test the end product. Designed Test plans and performed end-to-end testing to ensure product quality. Worked with a variety of clients in different verticals to design, develop and test web applications.
 - Analyzed business requirements and assisted in creating functional requirement document.
- **GRAPHIC ARTIST AND ARCHITECT** (FEB 06 – DEC 08)
 Cooper Carry Inc., Atlanta Georgia
 - Retail design/development from concept/graphics, design & construction phases of The Shops at Wiregrass, Florida (opened in Oct 08). Also worked on design and production phases for several retail projects in the US.
- **3D VISUALIZATION AND GRAPHIC ARTIST, ARCHITECT** (MAR 05 - FEB 06)
 MESA Design Group, Dallas Texas
 - Create 3D models, rendering and compositing marketing graphics and story-boards to illustrate designs for two dimensional corporate presentations and CAD drawings.
- **COMPUTER GRAPHICS CONSULTANT** (MAR 01 - JUN 02)
 STUP Consultants Limited Mumbai, India
 - Leading the Graphic Design Department, to develop concepts in architectural visualization and presentation.
 - Diverse range of projects from Print & Interactive Catalogs to 3D Modeling & Animation.

SOFTWARE SKILLS:

Adobe Web CS4	Google Analytics	HTML & CSS	3D Studio MAX
Adobe Illustrator	Webmaster Tools	PHP/MySQL, ASP.NET	Google SketchUp
Adobe InDesign	Google Adwords	WordPress/CMS	AutoCAD/MicroStation

EDUCATION

- **WEB DEVELOPMENT CERTIFICATE** (JUL 10)
 Emory University, Center for Lifelong Learning
 - Developing and integrating functional, dynamic and design aspects of a website with database integration, programming, and other server-side components. Applications and technologies taught include initial site analysis and site structure including competitor analysis, etc., HTML/CSS, Adobe Dreamweaver, SQL, ASP.NET, SQL Server, etc. A 10 week project implementing all coursework in a live web project using the web development process.
- **MASTER OF ART (DIGITAL ARTS AND SCIENCES)** (MAY 04)
 University of Florida, College of Fine Arts
 - **MASTERS THESIS:** Design and construction of a complex, historical, architectural 3d Virtual Environment of an ancient temple (3DS Max 6.0) composited with video (Green Room technology) and original audio (Pro-tools).
 - **GRAPHIC DESIGN SEMINAR:** Multimedia/Print on semantics of Asian festival culture.
 - **FILM/VIDEO STUDIES:** Integration of film theory for spatial representation of classical dance.
- **BACHELOR OF ARCHITECTURE** (MAY 00)
 Academy of Architecture, Mumbai, India
 - **ARCHITECTURAL DESIGN AND THESIS:** Concept, planning, design and construction of small-scale house-designs to large-scale institutional and commercial projects.
 - **ENVIRONMENT DESIGN:** Documentation of sea skyline with built form, landscape, graphic signs, way finding & facade design of a built form to study distinct architectural character, expression and preservation.

ACHIEVEMENTS

- My graphic portfolio can be located at <http://www.poojaa.com/> and blog at <http://apooja13.wordpress.com/>
- Research and teaching assistant in University of Florida assisting as an architectural modeler and texture artist as well as an instructor for a junior-level course called Digital Montage.
- Assisted in scripting, composing and formulating theme for the look of the Magazine published for Zonal N.A.S.A. (National Association of Students of Architecture), which was hosted by Academy of Architecture, Mumbai, India.
- Work Status – Permanent Resident (Green Card)