

# JAVAUN MORADI

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## EMPLOYMENT HISTORY:

### NPR

Washington, DC

*NPR (National Public Radio) is an internationally acclaimed producer of news and cultural programs.*

#### Product Manager, APIs: Digital Media (May 2011 – Present)

- Oversee NPR's core digital technology, the technical APIs that feed websites, partner sites, mobile apps, and new experimental platforms
- Helped design and pilot a recommendation engine that plays continuous audio, taking into account user preferences and history

#### Product Manager, Search: Digital Media (December 2007 – May 2011)

- Oversee digital syndication and distribution channels, including organic and paid search, email newsletters, RSS and custom widgets. Manage key partnerships, including Google
- Relaunched NPR site search and integrated this technology into the NPR API, enabling search on all digital platforms
- Frequent lecturer to NPR news and partner station staff as part of a Knight Foundation digital training program. This program is credited with moving our broadcast staff into a digital mindset
- Co-creator of *You Are Here*, an experiment in delivering location-specific audio to web and mobile devices. This project was a collaboration with NPR's Robert Smith and was selected for a competitive NPR innovation grant

### Beazer Homes

Atlanta, GA

*Beazer Homes, a Fortune 1000 Company, is one of the 10 largest residential builders in the U.S.*

#### Online Manager, Corporate Marketing (September 2006 - July 2007)

- Created and executed 2007 corporate web strategy. Managed annual budget of \$2 million
- Coordinated web marketing and training efforts across 31 local markets
- Supervised all online aspects of national sales promotions. These promotions accounted for 50% of revenue in FY 2007
- Increased customer leads 15% versus prior year, while the industry at large was down 40%
- Managed key partnerships with NewHomeSource.com and Move.com
- Reported directly to Chief Marketing Officer. Routinely advised senior management

#### Web Analyst, Corporate Office (April 2005 - August 2006)

#### Web Developer, Corporate Office (January 2004 - March 2005)

- Manage day-to-day production issues for all consumer websites
- Led a project to develop a homegrown email marketing platform, and trained and managed users
- Initiated SEO and web analytics programs; oversaw a major usability study
- Managed a site redesign from wireframing through design and development
- Served as Beazer's delegate to the industry's top marketing and technology consortium
- Worked within consortium to draft common XML standards and then launch an industry-wide technology platform
- Implemented automated Spanish translations and partner listing syndication via XML feeds

### Contract Web Work

Atlanta, GA

Developer and Consultant (November 2001 - January 2002; May 2003 - January 2004 )

- Frontend, backend, and data application development. Consulted on analytics and search
- Key engagements included: Cingular Wireless, WebMD, CARE International

**Move.com (formerly Homestore.com)**

**Atlanta, GA**

*Move.com is the largest real estate network on the web and includes Realtor.com.*

Web Producer (June 2000 – November 2001)

- Managed consumer content production for Finance and Electronics site sections
- Managed production side of a business development deal with our top partner, Fannie Mae
- Led a company assessment of one of the earliest social media platforms, Akonix
- Modified production process around newly implemented CMS, Interwoven TeamSite

**IBM Global Services**

**Atlanta, GA**

Courseware Engineer (June 1998 - June 2000)

- Developed multimedia and courseware delivered via web, CD ROM, and kiosks
- Top clients included: State Farm, SBC Communications, U.S. Air Force
- Managed production of graphics, audio, and video

**Euro RSCG Tatham Advertising**

**Chicago, IL**

Production Assistant, Creative Department (April 1996 - May 1998)

- Supported creative staff at office and shoot locations
- Coordinated creative strategies with account managers, clients, and brand strategy group
- Developed and launched a website for a new branded pharmaceutical product

**NOTEWORTHY PRO-BONO EXPERIENCE:**

**Atlanta Outward Bound**

**Atlanta, GA**

Marketing Committee Member (2004 - 2005)

- Development activities and events to increase awareness, communication, and fundraising

**Aaron's/L5Flyers Cycling Team**

**Atlanta, GA**

Founder, Original Board Member (September 2003 - November 2004)

- Co-founded a grassroots cycling club (130 members) with an innovative commitment to community outreach. Created gaming techniques to dramatically increase member participation
- Cited by the national governing body, USA Cycling, as an exemplary club team

**EDUCATION:**

University of Michigan, Ann Arbor; 1996

Bachelor of Arts; Concentration in History and Political Science

**LANGUAGES:**

English - Native language; French - Conversational (5 years study)

**HOBBIES:** Cycling, mountain biking, hiking, martial arts, travel.