

JAVAUN MORADI

EMPLOYMENT HISTORY:

NPR Digital Media

Washington, DC

National Public Radio is an internationally acclaimed producer of noncommercial news and programs.

Product Manager, Search (December 2007 – Present)

- Oversee organic search engine optimization (SEO), site search, and paid search programs
- Increased year-over-year paid search revenues 90%
- Lecture radio staff on digital strategy as part of a Knight Foundation educational grant

Beazer Homes

Atlanta, GA

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

Web Manager: Corporate Marketing Department (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 Business Analyst: Corporate IT (April 2005 - August 2006)

Web Developer: Corporate IT (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 B-to-C technology platform
- Implemented automated Spanish translations and partner listing syndication via XML feeds

Reason for leaving: moved out-of-state.

Contract Web Consulting

Atlanta, GA

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

- Developed frontend and backend web features; analytics and search consulting
- Key engagements included: Cingular Wireless, WebMD, CARE International

Reason for leaving: accepted full-time position at Beazer Homes.

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

Reason for leaving: company closed Atlanta office.

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

Reason for leaving: accepted a position with Move.com.

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

Reason for leaving: accepted a position with IBM.

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. Successfully created programs to incentivize 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.