

Contact Information:

D-2028, Indira Nagar
Lucknow , UP 226016

Email: sandy@simplewebinc.com

Professional Experience:

Project Manager, Simple Web Inc., Cincinnati, Oh, USA. January, 2005 – 2012
www.simplewebinc.com

Since its creation in 2002 Simple Web Inc. has become one of the leading web services provider in Cincinnati. I joined SWI as an offshore Project Manager in 2002 right after it was incorporated in USA.

- Manage Web development and interactive projects
- Develop project plans, specifications, application prototypes/wireframes
- Manage project change orders and impact analysis
- Develop RFP responses, proposals and estimates
- Conduct business process and requirements analysis
- Contribute to new business development as a technical representative
- Oversee project teams
- Contribute to user interface, design and development efforts
- Contribute to application and Web site testing efforts

Project Co-ordinator Simple Media Interactives Pvt. Ltd., Lucknow India Oct. 1993 – 2005

I joined this Private Limited Company which is involved in web design and development services to the Indian clients. With an initial strength of three employees, it grew to 25+ employees..

- Managed Web and interactive communications project from initial consultation through successful launch
- Developed and maintained long-term client relationships
- Created and monitored schedules, deliverables and internal and vendor resources to deliver projects on time and on budget
- Developed user interface, general architecture and navigation systems for client Web sites
- Conducted search engine optimization (SEO) and search engine marketing (SEM) efforts for clients and employer, including traffic analysis and reporting
- Provided short- and long-term Web strategy for clients
- Developed RFP responses, proposals and cost estimates
- Acted as technical representative in sales efforts with potential clients
- Managed company-wide hardware and software purchases and related vendors
- Developed and/or edited client and in-house marketing and sales materials

- Contributed to technical innovation and overall business direction

Key Accomplishments:

- Successfully completed over 1000 Web-related projects for corporate, non-profit, municipal and small- and medium-sized business (SMB) clients in diverse markets .

Projects preview at <http://simplewebinc.com/our-work/>

Founder, Simple Information & Systems, Lucknow, India

Oct 1993 – Mar. 2000

Simple Software and Information Systems was setup in 1993 with a vision of providing technology driven computer education to all the strata of the society. In a short span of 6 years SSIS successfully imparted Computer education to hundreds of Students, Corporates and IT professionals. The Institute was later converted into Web development Unit in the year 1999. I closed this company during the dot com bubble phase.

Proficiencies:

- Project Management
- Team Management
- Web Design & Development
- Information Architecture
- Proposal Writing
- Web Application Design
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Direct Email Marketing
- Client and Vendor Management
- HTML/XHTML
- DHTML/Javascript/CSS
- User Experience Engineering
- Usability Engineering

Education:

ITMAL, Lucknow India

Certificate Course in Programming

December 1987

Aptech Computer Education, Lucknow India

3 Years Certification Course in Software Export Technology

March 1991

Diploma in Computer Management, Lucknow India

Informatics Holdings Ltd, License No: 094DCPTA11604

January 1992

University of Lucknow, Lucknow , India

Major: Bachelor of Commerce

Graduate level studies in Accounts and Commerce

March 1993-96

Advanced Diploma in Computer Studies, Lucknow India

Informatics Holdings Ltd, License No: 094DCPTA11604

December1997

Activities:

- **Volunteer**, Manisha Mandir, Lucknow India

January 2003 – Present

Manisha Mandir is a non-profit organization providing home to the homeless destitute Indian girls. For more information please visit: www.manishamandir.org