📞 353-8997-61956

🌐 https://www.scss.tcd.ie/~smjacob/portfolio/

✉️ smrithi.merine@gmail.com

🏠 D08R6E4

RELEVANT SKILLS

- Visual Design Skills
- User Interface/User Experience
- Web Accessibility
- Graphic Design
- Content Strategy
- Content & SEO Marketing
- HTML, CSS, Bootstrap, JavaScript, NodeJS, PostgreSQL
- Leadership skills

LANGUAGES

- English
- Hindi
- Russian
- Malayalam

SMRITHI JACOB
WEB DEVELOPER

ABOUT ME

An experienced content marketer tapping into the tech world as a web developer. Passionate about creating creative, responsive websites. Knowledgeable in user interface, testing, and debugging stages. Previous experience as a team lead.

WORK EXPERIENCE

Headout | Content Marketing Lead
Jun 2019- Aug 2022

- Managing all things content on Headout.com
- Created 2000+ pages of SEO-friendly content using a variety of technical tools (including WordPress)
- https://www.headout.com/blog/author/smrithi/

Reliance Retail | Content Curator
Dec 2017 - Dec 2018

- Content hygiene on Ajio.com
- Regular quality checks

EDUCATION

Trinity College Dublin, 2022-2023
MSc in Interactive Digital Media (School of Computer Science & Stats)

National Institute of Technology Karnataka, 2013-2017
Bachelors of Technology in Computer Science

SMRITHI JACOB

WEB DEVELOPER

📞 353-8997-61956

🌐 https://www.scss.tcd.ie/~smjacob/portfolio/

✉️ smrithi.merine@gmail.com

🏠 D08R6E4

TOOLS

- Excel
- WordPress
- Google Analytics
- Keyword Research Tools
- Trello (Planning Tool)
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Arduino
- Figma
- Processing
- Unreal Engine
- Audacity
- 3ds Max
- Blender
- Touch Designer

PROJECTS

Card-Stax E-Business Card Sharing | Undergrad

Building a platform wherein people can share their business cards by scanning a QR code that works across Android and iOS phones.

Design Thinking: Customer Interactivity | Reliance Retail

Creating a gamification idea built around the freshness & style quotient that offered customers a bonus upon participation.

Hidden Gems Website | Postgrad

A responsive website on some of Ireland's must-visit areas. This was a group project, however, my main role included creating the website.

https://www.scss.tcd.ie/~garcag/hiddengems-ie/

Image Sharing Website | Postgrad

An image-sharing website (similar to Instagram) wherein one can upload images, like, and comment on other account's images.

https://github.com/Smriths19/Image_Sharing/

Spacescape: An Interactive Journey Through The Cosmos | Postgrad

An interactive art installation based in space with high-quality graphics and visual/audio interactions.

FREELANCE WORK

- UNICEF ERITREA | Website Curation & Content Strategy
- CIO REVIEW | Tech Writer
- CLICK LABS | Voice Over Artist