Carly Michele Belloff
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EDUCATION

University of Michigan - School of Information - Ann Arbor, MI   Graduation: May 2018
Bachelor of Science in Information - Minor in Digital Studies   ***GPA: 3.85/4.00***
Honors: Five Terms University Honors (GPA higher than 3.5) and Dean's List
      James B. Angell Scholar (all grades of A+, A, or A- for two or more consecutive terms)

WORK EXPERIENCE

2u.com, NY, NY   June-August 2017
Search Engine Optimization Intern
- Identified organic SEO opportunities by analyzing site variables using Google Analytics and Brightedge.
- Utilized on-site optimization techniques such as keyword research, content refreshes and technical audits to increase the organic visibility of 2U marketing sites.
- Enhanced off-site optimization by analyzing backlink profiles and site authority to determine opportunities for growth.
- Increased school referral traffic to 2U marketing sites through identifying link opportunities on partner site properties.

Canon USA, Melville, NY   June-August 2016
Web Content Development Summer Intern for Digital Marketing Services Division
- Managed content on extranet sites for dealers, resellers, and distributors to access marketing data.
- Utilized web content development skills (HTML and Photoshop) to create product detail and home page banners.
- Used Coremetrics and Webtrends to analyze various metrics on these extranet sites.
- Developed a monthly analytics report using VBA on excel.
- Used TeamSite, Documentum, and IBM WCM content management systems.

Reliable Power Alternatives Corporation (RPAC), Garden City, NY   May-August 2014 & 2015
Summer Intern
- Mentored by engineers and computer programmers to create a weather database for energy analysts.
- Utilized WeatherBug API, Python, and MySQL.
- Assisted in developing social media content for new website (www.rpac.net). Monitored and updated website.

RELEVANT COURSEWORK

- Building Interactive Applications
- Interaction Design Studio
- Putting the H in HCI
- Agile Web Development
- Needs Assessment and Usability Evaluation
- Models of Social Information Processing
- Information Environments and Work
- Programs, Information & People
- Introduction to Statistics & Data Analysis
- Writing in the Social Media Age
- Digital Culture
- Social Life in the Digital World
- Race & Digital Games
- Media Uses: Practices of Cultural Consumption
- Computers, Brains & Minds
- Psychological Implications of Social Media

COMPUTER SKILLS

- Python
- CSS
- HTML
- JavaScript
- VBA
- MySQL
- NetworkX
- Photoshop
- Coremetrics
- Webtrends
- TeamSite
- Documentum
- IBM WCM
- MS Office Suite
- Answerthepublic
- Ubersuggest
- Sketch
- InVision
- Moz
- Google Analytics (certified)
- Brightedge (certified)

STUDENT LEADERSHIP

- Gamma Sigma Alpha National Academic Greek Honor Society   December 2016-Present
- Digital Media Club at the University of Michigan   September 2015-Present