

# GEETANJALI PAWASE

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Motivated, creative web designer and developer with an interest in digital marketing and strong education in interactive media, marketing management and computer science. Highly organized individual with excellent verbal and written communication skills and have an eye for detail. Possess the skills to present a product or service to the clients in a professional manner.

## **SUMMARY OF QUALIFICATIONS**

- Skilled at implementing creative digital marketing strategies to promote content and lead generation.
- Knowledge of SEO and SEM to focus on performance-based marketing.
- Manage social media content calendar across multiple platforms using Hootsuite.
- Technical understanding of digital performance marketing – paid, owned, and earned media.
- Efficient in organizing and handling projects across multiple teams.
- Experienced web designer and developer with extensive programming.
- Proficient in Adobe Creative Cloud, HTML, CSS, Bootstrap, Responsive Design, PHP, and JavaScript.
- Proven competency in establishing, handling, and maintaining business relationships with clients.
- Excellent management and communication skills with the ability to thrive in a fast paced, ever-changing work environment.

## **EDUCATION**

**Marketing Management Diploma Certificate**  
Algonquin College

Ottawa, Canada (Jan 2021 – Aug 2021)

**Interactive Media Management Diploma Certificate**  
Algonquin College

Ottawa, Canada (Jan 2020 – Aug 2020)

- Dean's Honour List with a GPA of 3.98/4.0

**Diploma in UX-UI Design**  
Edit Institute

Pune, India (Nov 2018 – Jul 2019)

**Bachelor's in Computer Engineering**  
University of Pune

Pune, India (Jun 2014 – Jun 2018)

- Graduated in First Class with Distinction

## **WORK EXPERIENCE**

**Web Designer and Front-End Developer**  
Algonquin College Room Finder Website

Ottawa, Canada (May 2020 – Aug 2020)

- Executed all visual design stages from concept to final hand-off to engineering.
- Conceptualized original website design ideas that brought simplicity and user friendliness to complex roadblocks based on client requirements.
- Created wireframes, storyboards, user flows, process flows and site maps to communicate interaction

and design ideas.

- Wrote well designed, testable, efficient code by using best software development practices.
- Created website layout/user interfaces by using standard HTML/CSS practices.
- Communicated with the client efficiently and regularly to ensure highest level of customer satisfaction with the final product.

### **Web Designer and Front- End Developer**

Pune, India (Feb 2019 – Jun 2019)

Established Lamp Manufacturing Firm

- Developed a responsive website for the client by understanding the target audience, analyzing the latest trends driving the competition and conducting competitive analysis to raise the bar of performance and get additional insights.
- Designed the user flow, user journey, information architecture, flowcharts, low fidelity high fidelity wireframes and various interactive prototypes.
- Developed an identity for the brand on digital space by designing appropriate branding material.

### **Team Project**

Pune, India (Jun 2017 – Apr 2018)

Smart Irrigation System for Mapping of Soil Moisture using  
Data Mining and IoT

- Developed a smart irrigation system concept by using the latest Internet-of-Things (IoT) technology to ensure conservation of water in farming.
- Created a prototype where sensors detected the humidity and moisture levels of the soil and dispersed water accordingly.
- A MongoDB storage system was used to store the continuous distributed data captured by the sensors.

## **ADDITIONAL WORK EXPERIENCE**

Sales Associate at Marshalls

Ottawa, Canada (Aug 2020 – Present)

- Greeting customers in a friendly manner and answering questions regarding merchandise items, prices and brands and provide information on promotions.
- Demonstrating a high degree of customer service while processing all refunds, exchanges, and purchases in accordance with company guidelines.

## **ACHIEVEMENTS**

Journal on ‘Smart Irrigation System for Mapping of Soil Moisture using Data Mining and IoT’ published in International Journal of Computer Applications (0975 – 8887) Volume 180 – No. 22.