



SAHITHI ALLU

Project Manager

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Work Experience

Team Detroit

Dearborn, MI
2014 – Current

Content Manager/Project Manager

- Manage the procurement of digital and copy assets for the Ford and Lincoln brand sites
- Manage the transition of new model year vehicle content
- Coordinate and establish test cases for a new CMS (Adobe Experience Manager) rollout
- Assist in AEM training and QA and User Acceptance Testing

Media Genesis

Troy, MI
2012 – 2014

Project Manager

Assist projects from kick-off to launch, as well as post-launch support for small to large corporate clients. Work with Developers, Programmers, Sales/Proposal Managers, Designers and Copywriters on a day-to-day basis. Current and concurrent projects include an emphasis on Automotive (OEMs/Tier 1 Suppliers), Non-Profits, and IT/Software industries.

- Manage multiple web development projects to ensure scope is met without exceeding budget
- Build and maintain exceptional client relationships while cultivating new areas of growth
- Work with new companies to establish a brand as well as developing guidelines and online awareness
- Work with the Sales and Proposal Managers to write and review proposals for new business
- Submit invoices and maintain accurate billing logs for all clients
- Ensure milestones are met and expedite projects when needed to meet tight deadlines
- Work closely with design and programming departments to develop new ideas for clients



Cherrywood Nursing Center

Sterling Heights, MI
2004 – 2012

Communications/Marketing and Customer Service Manager

- Assisted hundreds of clients to resolve facility issues
- Attended speaking engagements and local trade shows to present facility services
- Created brochures and flyers for promotional events and visitor information
- Developed brand awareness through marketing events and online advertising
- Created products for promotional events showcasing health care facilities
- Collected and analysed data for testing the effectiveness of marketing campaigns

Premier Health Care Mgmt.

Bloomfield Hills, MI
2010 - 2012

Corporate New Hire Manager

- Developed various PowerPoint presentations covering customer service techniques for new employees in health care facilities
- Presented new policies and procedures to large groups of employees every month
- Created 5 new policies implemented into facilities



Education

Bachelor of Science, Honors

University of Michigan
Dearborn, MI
2005 - 2009



Skills & Tools

Search Engine Optimization

- Google Analytics/Tag Manager
- HTML5/CSS/Javascript
- Content/Keyword Analysis

Search Engine Marketing

- Google AdWords
- SEMRush & SpyFu

Content Management Systems

- WordPress, Drupal, Joomla, .NET Platforms
- Training Services

Social Media Marketing

- Facebook, Twitter, Tumblr, Pinterest, LinkedIn, Google+, Instagram, YouTube
- Email Newsletters (Mailchimp)
- Traffic and Engagement Analysis

Print & Design Coordination

- Adobe Photoshop and InDesign
- Adobe Illustrator

QA/Testing

- Camtasia
- Mobile Device Testing (iPhone and Android devices)



Profile

Sahithi Allu

Learn more:
<http://www.sahithi.io>

References available upon request.

