

# tarek j. anandan

online communications // internet strategy // websites // web analytics

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## // Experience

**American Institutes for Research**, Washington DC

September 2003 – present

Senior Project Manager; Director, NDTAC

- Lead Internet strategy, website planning and development, online communications, and web analytics efforts for several large-scale federal technical assistance projects
- Direct a \$6.5M federal technical assistance center; responsible for client relationships, strategic planning, presentations at national speaking engagements, and staff and financial oversight
- Supervise up to 15 staff in the areas of technology development, communications, research, and administration

**Social Science Data Analysis Network**, Ann Arbor MI

August 2001 – September 2003

Manager

- Oversaw operations including a staff of eight programmers, designers, and researchers from an annual budget of \$300,000
- Led six independent projects with responsibility for external communications, marketing, development, and grant reporting in the areas of education curriculum, educational technology, and social media

**Committee for Economic Development**, Washington DC

June 1999 – August 2001

Research Associate

- Worked directly with policy scholars and business executives to produce reports on a variety of policy topics including international development, poverty, and immigration
- Conducted literature reviews and interviews, analyzed socio-economic data, and drafted policy reports

## // Independent Consulting

- Design and develop static and dynamic websites with custom content management systems, online event registration systems, discussion boards, and other custom features
- Implement Internet marketing campaigns, optimize sites for usability and search engine placement, and conduct web analytics data reviews
- General management consulting in the areas of strategic planning, communications, and information technology

**PEW Charitable Trusts**, Washington DC

February 2006 – present

**Committee for Economic Development**, Washington DC

August 2001 – present

**Young Nonprofit Professionals Network of Washington DC**

November 2003 – December 2005

## // Education

**UNIVERSITY OF MICHIGAN—GERALD R. FORD SCHOOL OF PUBLIC POLICY**

Master of Public Policy

**MICHIGAN STATE UNIVERSITY—ELI BROAD COLLEGE OF BUSINESS**

Bachelor of Arts in Economics, with Honors

## // Qualifications

**Computer:** Excel (advanced), HTML, CSS, PHP, MySQL, Photoshop, Google Analytics, WebTrends, and others

**Quantitative and Technical:** Cost Forecasting, Cost-Benefit Analysis, US Census, Regression Analysis, Program Evaluation

**Writing:** Technical and Non-Technical, Contract/Grant Proposals, Progress Reports, Newsletters, Briefs

## // Activities

**Governor.** Alumni Board of Governors, School of Public Policy, University of Michigan, Ann Arbor, MI

2005 – present

**Member.** Technology Committee, National Board, Young Nonprofit Professionals Network, USA

2003 – 2005

**Founding Board Member; Treasurer.** Young Nonprofit Professionals Network, Washington DC

2003 – 2005

**Reviewer.** Cable's Leaders in Learning Awards, Cable in the Classroom Foundation, Washington DC

2005

**Instructor.** South Africa Distance Learning Project, University of Cape Town, South Africa

2003