

# Dina Ann Pandya

Bell House 103, Woods Hole Oceanographic Institution, Woods Hole, MA 02543 | dpandya@whoi.edu | (508) 540-4125

## Areas of Expertise

Problem solving and collaboration  
Training and mentoring  
Project management  
User testing & evaluation

Interactive design  
User interface design  
Website optimization  
Web content management

Technical skills:  
Dreamweaver, Photoshop, Tumult  
Hype, HTML 5, CSS 3, Wordpress,  
WHOI CMS, MS Office, Engaging Net-  
works CRM, Google Analytics

## Professional Experience

### Web Developer/Information Systems Associate II

(2001-present)

WOODS HOLE OCEANOGRAPHIC INSTITUTION, Woods Hole, MA

- Plan, develop and maintain the web environment at WHOI
- Develop and implement WHOI's digital marketing strategy
- Explore, test and implement new technologies
- Supervise and direct the work of the Web Communications staff
- Manage and prioritize website requests from internal stakeholders
- Oversee the conversion of websites from the WHOI CMS to Wordpress
- Support the online philanthropic needs of the Institution

### Administrator

(2010-present)

WOODS HOLE BUSINESS ASSOCIATION, Woods Hole, MA

- Design, build and maintain the website for the Woods Hole Business Association (WHBA) (woodshole.com)
- Develop interactive features for the website including an interactive map, slideshows and blog functionality
- Responsible for all administrative duties including: organizing meeting, recruiting speakers, recording meeting minutes, maintaining membership list and collecting and disseminating information to benefit the members
- Promote and market member businesses by developing blog pieces, building webpages, creating and sending html emails and designing print advertisements for WHBA events and activities
- Maintain close relationship with all members

### Internet Production Assistant

(2000-2001)

IBC USA, Westborough, MA

- Developed and maintained the website of an international conference and publishing company

### MBA Alumni Program Director, Office of Alumni Relations

(1997-2000)

BABSON COLLEGE, Wellesley, MA

- Lead the committee that defined, developed and launched Babson's e-communication efforts. Assessed user needs, developed and implemented user experience recommendations, generated online content, analyzed user behavior and proposed site enhancements
- Conceptualized and developed marketing strategy and executed record-setting MBA class gift fundraising campaign
- Raised \$280,000 and recruited 530 students to the College's leadership giving society
- Directed Babson's two leading alumni programs: Reunion and Homecoming. Created timeline and staffing plan, developed direct mail and marketing strategy, managed event logistics and designed event registration database for more than 1,000 participants
- Managed relations with more than 300 volunteers annually. Identified, recruited and trained volunteers for a broad range of volunteer programs and directed the annual volunteer recognition events

## Education

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### **Master of Business Administration**

Marketing, Babson College F.W. Olin Graduate School of Business, Wellesley, MA

### **Bachelor of Arts, Biochemistry,**

Smith College, Northampton, MA

### **Certificate**

Client Server Programming and Web Development, Clark University Computer Institute, Framingham, MA

## Internal Professional Activities

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- WHOI Women's Committee, Chair
- Room Naming Working Group, Co-chair
- Workplace Climate Committee, Member
- Sustainability Task Force, Founding Member

## External Professional Activities

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- The 300 Committee, Outreach Committee Member
- New Balance Falmouth Road Race, Oversight Committee Member
- Boston Marathon and Cape Cod Trail Race, Volunteer
- Mullen Hall Elementary School PTO, Volunteer