

<https://uroojali.agnesscott.org/>

My Digital Portfolio

Site outline

adapt the following as appropriate to your site. Replace the <> with the titles of your pages.

- 0.0 <Homepage>
- 1.0 <Campaigns>
 - 1.1 We The Ummah Gallery
- 2.0 <Blog>
 - 2.1 <The Art of a Curious Mind— and a Flight Delay>
 - 2.2 <Reading Is Out, Ig Infographics Are In: How To Use Visual Thinking To Engage Your Audience.>
 - 2.3 <Website Analysis, My Vision for the Future>
 - 2.4 <Scientists look for a safer alternative to ibuprofen and others>
 - 2.5 <Ask Me Anything (AMA) Sessions on Reddit are facilitating important conversations between scientists and people>
 - 2.6 <Came for a New Wardrobe, Left with a New Outlook on Life>
 - 2.7 <PCOS Data Story through Tableau>
 - 2.8 <Content Strategy Development for Reproductive Rights Organizations>
 - 2.9 <Gaia Justice Network: Simulation of an Eco-Feminism Movement>
 - 2.10 <Seductive Power: How Tiktok Subcultures reinforce Capitalism, Patriarchy, and Colonialism>
- 3.0 <Graphic Design>
 - 3.1 <Peach State Muslim Coalition Logo>
 - 3.2 <GAMVP Year in Review>
 - 3.3 <Doors by Urooj Ali>
- 4.0 <Work with Urooj>

Section audiences and goals

Homepage

- Potential Employers
- Potential Freelance clients
- The homepage of my portfolio aims to inform my visitors about who I am, my strengths, and creative endeavors. This information will help direct them to the different sections of my portfolio.
- I want viewers to visit my page and feel inspired by my creativity and compelled to dig deeper and look through all of my displayed creative works.
- **Primary Keyword Phrase: Strategic Communication**
- Secondary Keyword Phrase: future, productivity

<Campaigns>

- Potential Employers
- Potential Freelance clients

- The gallery page of my portfolio aims to showcase my project management skills and ability to manage creative projects from start to finish.
- Viewers should easily find what they are looking for and see the range of my work and feel interested to inquire and contact me.
- **Primary Keyword Phrase: Creative campaign**
- Secondary Keyword Phrase: social, budget, digital advertising, print

<We The Ummah Gallery>

- Potential Employers
- Potential Freelance clients
- I want viewers to see that I have successfully maintained and created a following for organizations on social media, and elevated their brand.
 - The gallery page of my portfolio aims to showcase my project management skills and ability to manage creative projects from start to finish.
 - Viewers should easily find what they are looking for and see the range of my work and feel interested to inquire and contact me.
 - **Primary Keyword Phrase: Creative campaign**
 - Secondary Keyword Phrase: social, budget, digital advertising, print

<Blog>

- Potential Employers
- Potential Freelance clients
- The blog of my portfolio aims to humanize me. This page will house various blog posts that describe my time in the industry, personal experiences in communications, and thoughts on trends in the industry. This will not only demonstrate my well-rounded understanding of the industry, but will also show that I am staying up-to-date with industry changes.
- I want viewers to feel impressed with my experience and my current knowledge.
- **Primary Keyword Phrase: Audience**
- Secondary Keyword Phrase: community building, tableau, content specialist