



MANU S H

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Digital Web Producer

Summary

AEM Digital Content Producer with distinguished knowledge and **2 years' Experience** of website configuration and digital design. Successful at troubleshooting Live Site Issues and website functionality. Dedicated to aesthetics and meeting client needs for dynamic sites.

Skills

- CMS
- AEM
- JIRA
- Knowledge on Sitecore/Drupal/Word press
- Visual Testing
- SQL
- HTML and CSS
- Content Editing
- Search Engine Optimization (SEO)
- Website Maintenance
- Agile Methodology
- Digital Asset Management
- Adobe Photo Shop
- Visual Design Tools (Figma/Adobe XD)
- Core Java
- Google Analytics

Experience

Digital Web Producer

03/2023 -
Current

Dionysus Technologies Pvt Ltd | Hyderabad, India

- Worked on AEM **6.4/6.5**.
- Worked on **Jira, HTML, CSS, Confluence and MS Office Suite**.
- Good Experience in **communicating with clients**.
- Good Experience in **creating Multi Language Websites by using MSM(Live copies, Language Copies)**
- Ensured webpages are optimized for **search engine optimization**.
- Managed **multiple projects simultaneously and meeting deadlines**.
- Actively participated in **brainstorming sessions to generate ideas and improve processes**.
- Developed web pages using **AEM content management systems and HTML/CSS**.

- Good Experience in Component testing/Template /Page /Replication Testing and XF/CF Testing.
- Good Experience in Content testing of the Websites like link checking, Responsiveness, Seo Properties and Functionality.
- Reviewed information and elements regularly on websites and pages for accuracy and functionality.
- Maintained DAM library of images used on various websites.
- Developed content strategies and plans for website updates.
- Creating and publishing the approved content to Live by using AEM CMS Tool.
- Creating/Updating the links and parallelly testing the links and Pages.
- Getting the final design projects from designers and exporting assets for distribution using AEM DAM.
- Good Experience in Author, Publisher, Dispatcher and CDN.
- Performing testing and QA of websites in staging environment and post launching the URL.
- Maintain and suggest content updates/improvements to production by following the brand guidelines.
- Responsible for working with designers/clients/Developers/Testers/Marketing teams to update web site images/content/seo with new content as directed.
- Experience in participating website releases;
- Design using provided templates, image requests for promotions, image swaps, or copy changes
- Raising the feedback tickets for the development team and working with the digital UX/UI team on changes to templates in Figma.
- Preparing images in Adobe Photoshop as needed.
- Excellent written, verbal, and interpersonal communication skills.
- Excellent understanding of Photoshop and basic image editing principles.
- Strong organizational skills and able to manage a large amount of assets.
- Good Knowledge with HTML/CSS and basic coding skills.
- Ability to work independently and manage multiple projects, with excellent time management skills.
- Ability to work effectively with a variety of internal and external business teams.
- Adhere to process and procedures defined for the role, the team, and the organization.

Education and Training

Completed Btech in 2023 from Dayananda Sagar College of Engineering, Bangalore, Karnataka.

Projects Worked

#1

Name: Rock Well Automation

Client: Rock Well Automation , USA.

url: <https://www.rockwellautomation.com/en-in.html>

Description: Rockwell Automation, is a leading provider of industrial automation and information solutions. With a history dating back to 1903, and serving customers in over 100 countries in different fields of Intelligent Devices, Software & Control, Lifecycle Services.

Roles:

- **Content Creation:** This involves crafting and publishing content in AEM, which includes Adding Text , uploading images, videos, and other media, while ensuring everything fits the website's design and layout seamlessly.
- **Page Building/Authoring:** You'll be building and editing web pages using AEM's user-friendly drag-and-drop interface. This process includes putting together content components, organizing page layouts, and previewing pages before they're live.
- **Content Organization:** It's important to keep content well-organized and categorized in the AEM content repository, enabling easy access and management across the site.
- **Versioning and Revision Control:** You'll handle different versions and revisions of content to track changes and have the option to revert to earlier versions when needed.
- **Content Approval Workflow:** Being part of the content approval workflows is crucial to ensure that everything undergoes the proper review and gets approved before it's published.
- **Metadata Management:** Adding relevant metadata and tags to content items is key to boosting searchability and helping users—and search engines—discover content more easily.
- **Asset Management:** You'll be responsible for uploading, organizing, and managing digital assets like images, videos, documents, and other media files within AEM's Digital Asset Management (DAM) system.
- **Troubleshooting and Support:** Addressing any tech issues related to content creation or management in AEM and offering support to content creators and other users of the platform is part of the job.
- **Accessibility Compliance:** It's vital to ensure that content created and managed in AEM meets web accessibility standards (like WCAG) to keep the website inclusive and usable for everyone, including those with disabilities.

#2

Name: T Rower Price

Client: Rower Price , USA.

url: <https://www.troweprice.com/en>

Description: T. Rowe Price is American investment management firm and a global investment management firm founded in 1937 by Thomas Rowe Price Jr., renowned as the "father of growth investing." The company specializes in active management strategies, offering a wide array of services including mutual funds, subadvisory services, separate account management, and retirement plans.

Roles:

- Followed best practices in creating Pages/uploading images.
- By most of the components in the project, created websites.
- Extensively used templates, Pages, DAM, Components.
- Worked on most of the core components.
- Raised the defects by using Jira.
- Good knowledge in author, publisher, and dispatcher.
- Very Good experience using quick publish/Manage Publication, Pages, components, dialogues, templates, DAM.
- Good in using Workflows.
- Created Tags.
- Uploaded lot of images to DAM.

Declaration:

The information stated above is true to the best of my knowledge and belief.
(Manu S H)