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Abhishek Jagtap – Senior Content & MarTech Strategist

SUMMARY

- Versatile IT professional with 8+ years of experience across program management, PMO, email marketing operations, and content management using enterprise CMS platforms.
- Experience includes quality control, supervising team members, writing project plans, reports and documentation.
- Counted on managing challenging clients and doing so collectively with the team through positive approach, encouragement, and focus.
- Proven ability to develop AI-driven process improvement tools to streamline operations, reduce manual effort, and enhance project efficiency.

TECHNICAL SKILLS & PLATFORMS

- Frontend: HTML, CSS, JavaScript, React
- CMS: AEM 6+, WordPress, Drupal
- CRM & Marketing: SAP, Dynamics CRM, Mailchimp, EDM Development
- Analytics: GA4, GTM, SEO
- Project Tools: JIRA, Workfront, MS Office
- Design: Adobe Photoshop, Illustrator
- AI: ChatGPT, Claude – AI-assisted workflow automation
- Management: Team leadership, project management, reporting, documentation

EXPERIENCE

Developer Specialist – Accenture (3rd Party Payroll) – **1 Year, 10 Months (24/11/16 –24/09/18)**

My Role:

- Created and managed web pages, Add/Editing content using WCMS tools like CQ5, AEM6.3.
- Interacting with overseas team Members to discuss and manage the Content.
- Maintaining workflow in Jira/Workfront/Email ticketing system.
- Performed Quality checking of the websites.
- Worked as Workflow Analyst in CMS Automation Project.
- Cultural SPOC - Management of cultural activities.

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Engineer, L1 in Publicis Sapient – **2 Years, 2 months – (25/09/18 – 15/12/2020)**
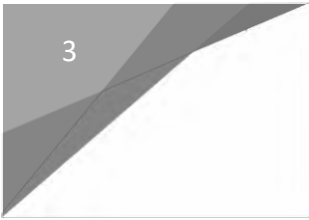
My Role:

- Created and managed projects using tools like AEM, CQ5, Drupal, WordPress, Laravel, and Umbraco.
- Created & managed page layouts, templates for Middle east markets.
- Conducting test cases and reporting the outcomes & fixing Layouts & Issues on AEM - CRX DE Lite.
- Worked on Meya Platform to Report & handle updates of Chatbot.
- Provide training to new associates and clients on AEM tool and complex authoring components.
- Provide expertise on Scope, estimate & Feasibility of incoming requests.
- Quality checking of Websites and reporting/fixing issues via JIRA.
- Coordinating with different Stake holders, product launch Manager (Onsite/Offsite) to create new pages and correct content issues on the existing pages.
- Handling multiple projects and facilitating internal and external communication to coordinate with various teams on the progress of the projects.
- Developed AEM URL conversion Chrome extensions to help save efforts in multi-Market scenarios.

Data Management Analyst in Accenture – **10 Months – (16/12/2020 – 25/11/2021)**

My Role:

- Work as Lead and QA support in rotational shifts.
- Provide expertise on scope, estimates & feasibility, accessibility to offshore clients and stakeholders.
- Manage end-to-end web campaigns launch and deadlines.
- Guide and collaborate with team/stakeholders/clients to deliver quality and optimal web pages.
- Provide SME support/QA support to colleagues to follow the right protocols and standards.
- Creating project health reports, weekly status reports.
- Performing Market rollouts in Multi-Site Manager, creating XML projects for markets.
- Developed Multiple Chrome extensions for AEM to help the team save time/efforts.
- Implementing process improvement/automation ideas.

Content Strategist, L2 in Publicis Sapient – **1 Year, 1 Month – (29/11/2021 – 30/12/2022)**

My Role:

- Functioned as EDM Developer and Content Strategist
- Leading EDM development team to help manage timelines and delivery
- Provided SEO and GA support for multiple websites
- Manage updates on CMS tools like AEM, Drupal, WordPress
- Work closely with development teams to achieve delivery goals
- Lead client/stakeholder calls with development teams
- Guide clients on technical front along with the estimates, feasibility, and timelines
- Coordinating with different Stake holders, delivery managers regarding assignment and timelines.
- Create project reports, status/burn reports

Senior Content Strategist in Publicis Global Delivery – **2 Year, 6 Months – (01/01/2023 - Present)**
My Role:

- Lead end-to-end email marketing (EDM) development and delivery, managing timelines, quality, and team coordination.
- Provide design feedback and enforce email development best practices across multiple clients and campaigns.
- Developed and delivered over 1200 responsive, multi-language EDMs annually, including Arabic localization.
- Act as subject matter expert for Arabic language email builds and localization workflows.
- Manage CRM-based email deployments using platforms like SAP and Microsoft Dynamics, ensuring process alignment and execution quality.
- Led CRM transition projects and created internal tools (e.g., Chrome extensions) to streamline workflows.
- Perform thorough QA across email campaigns and web content — covering functionality, rendering, copy, and metadata validation.
- Manage content updates and deliveries for websites using CMS platforms such as AEM, WordPress, and Drupal.
- Led content deployment for new site launches and provided backup support for ongoing content needs.
- Applied intermediate knowledge of Google Analytics and Tag Manager to support tracking setup and deliver performance insights.
- Built AI-driven automation tools to reduce manual QA effort.

EDUCATION

B.E (Computer Science): Graduated from K.C College of Engineering, Thane - 2016

Diploma in EXTC: Passed from Shreeram Polytechnic, Mumbai - 2010

S.S.C: Passed from Maharashtra State Board, Mumbai - 2007

PERSONAL

Nationality: Indian.

Languages: Fluent in – English, Hindi, and Marathi.

Hobbies: Tech Enthusiast, Music Producer, Travel Photography and Playing Guitar.

REFERENCES

Available upon request.