

# Adarsh Singh

DAM/CONTENT MANAGEMENT SPECIALIST



## PERSONAL SUMMARY

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I am currently working with Pepsico GBS, Hyderabad. I have total 7+ Years of experience in Digital Asset management and Content Management.

## QUALIFICATION

- Bachelor in Information Tech – 2016 [66.62%]
- Higher Secondary School H.S.C – 2013 [48%]
- Secondary School S.S.C – 2011 [60%]

## LANGUAGES

- English
- Hindi
- Marathi

## SKILLS

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- Team Management
- Stakeholder Management
- Auditing Skills
- Time Management

## Hobbies

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- Travelling
- Indoor Games

## TECHNICAL COMPETENCIES

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- AEM, Wedia, Widen and Bynder DAM.
- Content Management Studio [CMS]
- Product Information Management [PIM]
- Product Data Master [PDM]
- Webcollage(Syndigo) [Content Publisher]
- Product Asset Transfer [PAT]
- Amazon Vendor Central [Publisher]
- Commerce Hub [Inventory Management]
- Tv Page [Video Publisher]
- Sprinklr (Social media Publisher)
- Cyberduck and DBbrowser (SQL lite)
- Monday.com
- Contact Monkey

## WORK EXPERIENCE

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- ❖ Pepsico GBS (Jan 2024 – till date)
- ❖ Michelin India Pvt Ltd (Sept 2021 – Jan 2024)
- ❖ Accenture Pvt Ltd (Aug 2019 – Sept 2021)
- ❖ Eclerx Service Ltd (Aug 2016 – Aug 2019)

## Roles and Responsibility

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- Asset Management using DAM tool which includes InDesign, pdf, videos, jpeg, png, docx, zip, etc.
- Uploading and indexing assets on DAM as per Stakeholder and Agency requests.
- Auditing and updating correct confidentiality, copyrights and legal notes to the assets.
- Managing Media and promotional campaign for new product launch and increase brand awareness and engagement.
- Co-ordination between different teams such as PIM team, Dealer portals team, Brand team, content development team, sales team and agencies to provide the consistent content and assets across all portals.
- Enhance the B2C marketing data to e-commerce partners by publishing marketing data using In-river – product data syndications.
- Create Content stores using channels and nodes.
- Responsible for overall content and quality of assets shared across websites and different portals.
- Regular clean-ups of unwanted assets and inconsistent marketing data.
- Ensuring the quality of the assets and A+ content is as per the company guidelines.
- Creating the naming convention for different types of assets and tagging the correct metadata.
- Monitor the reach of content and analyze the data to make decisions.
- I'm also responsible for updating of Learning repository for future reference.

## PERSONAL DETAILS

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- Email id: [Adarsh.singh03oct1995@gmail.com](mailto:Adarsh.singh03oct1995@gmail.com)
- Phone: +91- 8652025526
- Location: Mumbai - India

## DECLARATION:

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I hereby declare that the details furnished here in above are true to the best of my knowledge & belief

**ADARSH SINGH**