

Fahd Mohamed Neamathulla

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[LinkedIn](#) | [Portfolio](#)

Skills

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- Content Management System:** Adobe Experience Manager (AEM), Drupal, Hubspot, Contentful
 - Content Operations:** Page builds, Metadata management, QA, Accessibility alignment
 - SEO and Web Performance:** SEMrush, Screaming Frog, Google Keyword Planner
 - Collaboration and Delivery:** Azure DevOps, Jira, Confluence, Figma
 - Creative Automation:** Adobe Firefly, Adobe GenStudio
 - Analytics:** Power BI, Tableau, MySQL

Work Experience

Credera (Omnicon Group), Chennai Nov 2021 - Present
Senior Specialist

- Authored and Published 1000+ pages across AEM, Drupal, HubSpot, and Contentful including multilingual and global variants for enterprise clients (Novartis, SHRM, Humana, UPS, and others)
- Implemented layouts following UX/design specifications with accuracy and responsive behaviours and ensured metadata, alt text, DAM element, internal linking, and navigation elements met accessibility and SEO standards using Screaming Frog, SEMrush and Google Keyword Planner
- Developed an AEM reverse translation authoring method for multilingual workflows which reduced authoring time by more than 80% and increasing accuracy to more than 95%.
- Co-led CMS delivery for SHRM and UPS, ensuring content accuracy and cross-team collaboration
- Trained team members on CMS authoring and QA standards for various projects.
- Delivered GenStudio and firefly demo for client and performance Marketing leading to consideration
- Collaborated with developers and client stakeholders to deliver content in agile sprints using Azure DevOps, Jira, and Confluence

Education

Rajalakshmi Engineering College Aug 2017 - Oct 2021
B.E in Biomedical Engineering **GPA: 8/10**

Achievements, Awards, and Certifications

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- Recognized as one of six high-performing team members in the Novartis for outstanding content delivery and accuracy
 - Received client recognition from UPS for AEM Global Reverse Translation
 - Recognized by SHRM for delivery excellence and on-time execution of complex web content authoring deliverables
 - Rookie Award – Mar 2022 – For excellent work as new joiner in Wrench Group LLC
 - SPOT Award – Feb 2023 – For increasing accuracy and workflow in Global Translation in UPS
 - Wow Award – Apr 2024 – For delivery excellence in SHRM
 - SEO Fundamentals from SEMrush
 - HubSpot Marketing Software from Hubspot
 - Data Science Professional Certificate from IBM