SHAVIN BASNET

Senior Web Marketing Analyst

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Professional Summary

Experienced Web Content Specialist with 5 years of hands-on experience in Adobe Experience Manager (AEM), design collaboration tools (Adobe XD, Figma), form creation (Formstack), QA, and marketing platforms (Salesforce Marketing Cloud, Siteimprove, VVO). Skilled at transforming wireframes into responsive AEM web pages, optimizing UX and SEO, and leading testing for defect-free deployments. Proven track record of cross-functional collaboration, content workflow development in agile environments.

Core Competencies

- **Content Managment & CMS:** AEM Authoring, Digital Asset Management, Experience Fragments, Formstack, Smartling, WordPress
- **Design & UX**: Adobe XD, Figma, Dreamweaver, Responsive Web Design (HTML, CSS, Bootstrap), Grid.
- **Marketing & Optimization:** Salesforce Marketing Cloud, Adobe Campaign, Siteimprove, VVO, SEO, Analytics
- **Project Management & Tools:** Jira, Workfront, Confluence, SharePoint, Airtable, GitHub, Agile Methodologies, SharePoint.
- **Testing & QA:** Cross-Browser Testing (BrowserStack), Litmus, Manual QA, Regression Testing

Professional Experience

OCLC — Senior Web Marketing Analyst

Dublin, OH | March 2025 – Present

- Serve as Product Owner for Formstack, building and embedding forms in AEM and integrating with Pardot/Zapier.
- Manage global marketing pages in AEM with emphasis on responsiveness and accessibility.
- Lead QA efforts using manual regression and functional testing strategies.
- Analyze content performance using Siteimprove; implement ADA/SEO enhancements.
- Create and present monthly form and page performance reports to stakeholders.
- Plan and implement personalization and A/B testing using VVO.
- Document workflows in Jira, SharePoint, and Confluence.
- Collaborated with cross-functional teams (Developers, QA, Marketing Account Manager, Designer, Business Analyst) to gather/understand project requirements and leveraged Airtable to review, prioritize, and assign website and marketing tickets - ensuring adherence to SLA turnaround times.

Tata Consultancy Services (TCS) — Application Specialist / Web Content Specialist (AEM)/System Engineer

Client: Wintrust Financial Corporation | June 2021 – March 2025

- Created and laid out marketing web pages in AEM, building responsive layouts using the Bootstrap grid system for web and mobile-first email solutions, while leveraging GitHub for version control on hosted sites.

- Led multiple content migration projects and new branch opening tasks, managing all phases from initiation to closeout—including site structure, content authoring, QA, UAT documentation, and testing.
- Deployed a new customer-facing website from initiation through closeout, serving as the primary AEM content author and managing buildout using Live Copy, Blueprint, and high-level technical configurations.
- Served as AEM Content Authoring Lead backup and assisted with reviewing, approving, and assigning Marketing Workfront tickets to ensure timely execution of web requests.
- Served as the primary resource for urgent marketing requests, working after hours as needed to ensure timely delivery.
- Collaborated regularly with developers, QA, designers, Marketing Account Managers, and Business Analysts to clarify requirements and create bug tickets in Jira as needed.
- Assisted with Service Pack install testing, monthly after-hours AEM deployment testing, and new component validation.
- Created process documentation in Confluence to support team workflows and knowledge sharing.
- Authored Experience Fragments for reusable content across websites and built editable templates to support scalable page creation.
- Trained interns and new employees on AEM as an enterprise CMS, delegating ongoing content authoring tasks to support daily operations and ensure workflow continuity.

Sonova — Inventory Specialist
Aurora, IL | May 2017 – July 2019
- Managed inventory using WMS and analyzed production data.
- Handled rush orders and maintained accurate process documentation.

Education

B.S. Operations Management & Information Systems | Minor: Data Analytics
Northern Illinois University, DeKalb, IL — May 2021 | GPA: 3.69 / 4.0 | Certifications: SAP, SAS

Additional Highlights

- Authored 1000+ AEM pages for multilingual/global websites.
- Recognized by clients and stakeholders for delivering zero-defect UAT rollouts.
- Awarded multiple WOW cards and appreciation from Wintrust leadership.
- Onboarded in under two weeks and began working independently in my new role.
- First in family to graduate from a U.S. college; actively mentoring youth in STEM.