

AKHIL T.V

Digital Web Producer | AEM CMS Specialist | Content & Campaign Execution | HTML, CSS, SEO, Sitecore, Word press, Drupal, Email Marketing, | AI powered tools like (ChatGPT, Gemini, QuillBot)

- Bangalore, Karnataka
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Professional Summary

Results-oriented with 2+ years as a Digital Web Producer proficient in developing creative marketing collateral for diverse projects using **AEM** and other **CMS tools** such as **Wordpress,Drupal,Sitecore**. Establishes clear standards and enforces protocols for consistent, high-quality results Strong knowledge of **HTML, CSS, SEO**, and with exposure to tools like **Adobe Photoshop, Google Analytics, Jira, AI powered tools like (ChatGPT, Gemini, QuillBot)** and **email marketing platforms**.

Key Skills

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| • Digital Publishing | • SEO |
| • Content Managing | • DAM |
| • AEM CMS | • MSM |
| • Drupal CMS | • HTML |
| • SiteCore | • CSS |
| • WordPress | • Adobe Photoshop |
| • Salesforce CRM | • Visual Design Tools |
| • MySQL | • MS Office Suite |
| • Email Marketing | • Jira |
| • Figma | • MS Office Suite |
| • AI tools (ChatGPT, Gemini, QuillBot) | |

Professional Experience

Digital Web Producer

Dupont, Hyderabad |June 2023 – Present

- Worked on **AEM CMS** Tool using Touch UI.
- Worked on **AEM 6.3, 6.4, 6.5** Versions.
- Worked on Managing Assets and adding Metadata to Assets.

- Worked on uploading assets to **DAM**.
- Strengthened content through proofreading and editing.
- Utilized digital publishing platforms to prepare well-structured drafts.
- Worked on of **Page Building** Activities.
- Responsible for managing the content publishing process and **ensuring that content is properly reviewed, approved, and published according to established workflows and schedules**.
- Responsible to oversee version control and **content lifecycle management** to maintain a well-organized and up-to-date content repository.
- I have a good knowledge on how **Email Marketing** is used for supporting various campaigns and promotions.
- Worked with peers and making sure the **Authoring standards** are followed.
- I have a good knowledge in **salesforce CRM**
- Involved in optimizing content for search engine optimization (**SEO**) purposes and collaborating with **SEO experts to implement relevant metadata, tags, and keywords within the AEM platform to improve content discoverability and ranking on search engines**.
- Worked with **Clients for Gathering the requirements**.
- Worked on **JIRA** Ticketing Tool.
- Worked on **Experience Fragments** and **Content Fragments**.
- Involved in creation of User Guides for components.
- Good Knowledge in Migration of Websites.
- Configure and customize AEM components, templates, workflows, and publishing processes to meet specific content management requirements.
- Handled user access, permissions, and security settings within AEM.

Projects

- Dupont – Americas – Worked on Global Website Updates: <https://www.dupont.com/>
- Dupont – Europe, Middle East and Africa – Handled MSM tasks: <https://www.dupont.co.za/>, <https://www.dupont.ae/>
- Dupont – Asia Pacific – Handled MSM tasks: <https://www.dupont.co.in/>, <https://www.dupont.com.sg/>

Education

Completed Bachelor of Engineering from – HKBK College of Engineering, Bangalore.

Declaration

I here declare that above details are correct as of my knowledge.

Date:

Place: Bangalore

Name: Akhil T.V