SACHIN C. DHUMALI

DIGITAL MARKETING PROFESSIONAL | WEB PRODUCER | PUBLISHER | AUTHOR LEAD | IC

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📍 Pune | Mumbai

EDUCATION

Bachelor of Comp. Science
Mumbai University
2006 - 2010

Diploma in .NET Tech
NIIT
2012 - 2014

EXPERTISE

Adobe Experience Manager (AEM) Content Management System (CMS).

IC Role : Team Building, Project Planning, Validation, Translation and Localization Management, Financial Reporting, Quality Control, Resource Allocation, Decks Creation, Client Management, SOPs, SLA Reports, RCA Analysis, CLPMs, Automation Tools.

Tools: SharePoint Content Management Tool (SCM), Sitecore, JIRA, WordPress, One-List, TMS.

Reporting Tools: MS-Excel, MS-Visio, MS-PowerPoint, MS-Word, Microsoft Office
Web Design : (HTML5, CSS3)

Experience

WIPRO - Assistant Manager	**FEB 2022- Present**

- Experienced expert with over a decade of dedicated service in Ecommerce and a strong focus on Content Management Systems (CMS) and Adobe Experience Manager (AEM).
- Adept at leading teams, fostering content development, and ensuring the successful execution of projects.
- Proficient in the intricate balance of Project Management, Agile methodologies, and SEO. Skilled in project coordination, knowledge management, and digital marketing.
- A specialist in Web and Content Production, Cataloging, and optimizing CMS processes. Excels in enhancing customer experience and stakeholder engagement, employing a blend of Agile and Waterfall methodologies.

Project Handling :
- Lead and execute project meetings with diverse stakeholder groups.
- Collaborate with global teams for campaigns, launches, and day-to-day activities across different time zones.
- Manage relationships with stakeholders across client Geo Marketing Teams.
- Ensure consistency in branding and messaging across teams for content publishing.
- Communicate design, comps, content requirements, and assets to stakeholders and publishing team.
- Provide timely timelines to business unit stakeholders.
- Create comprehensive project plans with tasks, milestones, dependencies, and resource allocation.
- Ensure flawless execution of complex releases with publishing go-live dates.
- Work with translation and creative agencies to support content publishing.
- Maintain project resource plan, gather scope, and evaluate project reports for senior managers.

Communication and Stakeholder Management :
- Act as the primary point of contact for web content publishing, ensuring smooth communication and coordination with clients.
- Collaborate closely with various stakeholders, including translation agencies, creative agencies, brand managers, and technical specialists.
- Facilitate effective communication between different teams and stakeholders to ensure seamless execution of projects and meet client expectations.

SUMMARY

Experienced expert in Content Management System (CMS) and Adobe Experience Manager (AEM) with 10 years of expertise in Ecommerce and Content Publishing. I manage and support a team, addressing daily issues and providing training and support to team members. Collaborative team player with a strong understanding of content development, SEO, and web analytics. I create project status updates, manage multiple projects, and develop SOPs, CLPMs, and FMEAs. I automate processes for improved efficiency and quality. I own client interactions, handle escalations, and participate in client calls and discussions. Specialized in Web/Content Production, Cataloging, and launching flagship products and campaigns. Skilled in managing large catalog volumes, optimizing search efficiency, and improving functional and customer aspects of CMS processes and online presence.

LANGUAGE

- English
- Hindi
- Marathi
- Konkani

Eclerx - Senior Analyst | Analyst   APR 2014- FEB 2022

Project Handling :

- 7.5 years of experience in AEM authoring, publishing, and Content Management Systems (Sitecore, AEM) using SharePoint 2010 Server Tool.
- Expertise in content authoring, management, and development in various CMS tools with a strong understanding of SEO and web analytics.
- Creation of project status updates, SLA reports, and decks, managing projects, developing SOPs, CLPMs, and FMEAs, and implementing automation tools to improve efficiency and quality.
- Proficient in Microsoft Excel, Word, and PowerPoint.
- Ownership of client interactions, escalations, and conducting RCA, calls, and discussions with global clients.
- Team management, addressing daily issues, conducting trainings, and assisting new joiners.
- Skills in HTML/HTML5, CSS/CSS5, CMS, Sublime Text 3/Notepad++, Vignette 8, AEM.
- Updating client websites using CMS, coordinating with translation and quality teams, providing metrics reports.
- Project management skills including managing projects on MOSS platforms, quality tools, team management, risk evaluation, financial reporting, and adherence to project schedules.

SHRIRAM TRANSPORT FIN. COMP. - Credit Admin   SEPT 2010- FEB 2012

Credit Management & Analysis :

- Adhere to the credit policy of the NBFC, exercising diligence and caution in work to safeguard the interests of both the NBFC and the customers.
- Review truck and non-truck proposals to ensure completeness and compliance with the NBFC's policy parameters.
- Conduct personal discussions with Vice President (Credit), Divisional Manager, and Branch Managers to align with the credit policy.
- Coordinate with Branch Managers, Credit Admins, Product Managers, and Regional Product Managers to ensure a smooth disbursement process.
- Prepare and send MIS reports to the Authorized Center for Disbursement and maintain records in the MIS for accounting purposes.

Achievment's :

- Received appreciation and CCDB (Client Compliance Database) from GPMs (Global Project Managers) and clients for delivering projects within deadlines and maintaining high quality at Wipro.
- Felicitated at Wipro with Winner Circle Awards for maintaining zero attrition and consistently delivering results.
- Received a "Spot Reward" for demonstrating fast, productive, smart, and high-quality work execution.
- Received numerous internal and client appreciations for effectively managing projects single-handedly, handling urgent deliverables, and successfully completing various tasks.
- Recognized with long service awards for completing 3 and 5 years of service at eClerx Services Limited.