**SINDUBHARGAVI SIVAGNANAM**

**Full stack Sitecore & ContentHub Specialist**

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**SUMMARY SKILLS**

* Accomplished IT Professional with more than **17 years of experience** in developing complex applications, managing all aspects of software development, comprising requirement gathering, coordinating new development and maintenance, and liaising with clients to determine priorities.
* Accustomed to a fast-paced, agile environment where deadlines are a priority, responsible and dedicated in reaching deadlines.
* A Full Stack Programmer, proficient in all aspects of web application development using **ASP.Net, Sitecore and Java (including a mastery of SQL, Sybase &Oracle).**
* Delivered **Sitecore Content Hub** solutions for 7+ customers located across North America & **acquired trained to be Sitecore ContentHub specialization from Sitecore Brussels office** with Sitecore Partnership.
* **Customized** Sitecore **Content Hub Modules** based on the business requirements.
* Integrated Content Hub with Adobe In design, Salesforce etc
* Conducted onsite client workshops to explore business needs of customers and arrive at map gap analysis.
* Translated obscure business problems into technical user stories and deliver them.
* Experience in working with **Sitecore CMS , Indexing & SOLR Implementation.**
* Experienced in Sitecore Personalization techniques & Marketing Strategies.
* Good team player and communicator with excellent work ethics, self-motivated, quick learner & flexible to adapt new technologies.
* Acquired **Sitecore Certification privileges** from direct Sitecore experience. Able to submit Sitecore tickets.
* Selected as Sitecore Best Tester for Contenthub Certification -waiting for results announcement in May 24.

**EXPERIENCE**

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| Sitecore Contenthub Consultant  **Softserve Inc** | Aug 2023-Ongoing |

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| **Client: HCA, USA** | Aug 2023-Ongoing |

**Highlights**

**Modules**: DAM (Digital Asset Management), PCM (Product Content Management),

and customized CMP

Responsibilities:

* Analyzed business requirements and determined optimal implementation strategies.
* Tailored CMP module with Sitecore XP integration.
* Created custom code for data migration to the platform.
* Designed and developed the Insurance (PCM) module to meet client specifications.
* Orchestrated sprint planning and ensured project completion within deadlines.
* Identified platform-based solutions for complex requirements.

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| Senior Sitecore Programmer  **Valtech Digital Inc** | Jun 2019 – Aug 2023 |

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| **Project Name: Brand Operating System (Sitecore ContentHub)**  **Client: SC Johnson** | **May 2021- Aug 2023** |

**Highlights**

**Modules**: DAM (Digital Asset Management), PCM (Product Content Management),

and customized MRM (Marketing Resource Management)

700k assets stored across more than 28 terabytes of files.

2600+ users with 450+ peak daily logins

6 Custom Workflow defined in the MRM Projects

25 User Groups defined to address the security across the organization.

Custom Script, Web SDK & API Integrations.

SSO Integration -Azure.

Custom Importer Tool Integration

Reporting Component

**Responsibilities:**

* **Implementing DAM, PCM, and customized MRM modules:** Responsible for successfully implementing the Sitecore DAM, PCM, and MRM modules . This involves configuring and setting up the modules according to the requirements, ensuring proper integration with existing systems, and customizing the modules as needed.
* **Gathering client requirements**: Collaborate with various internal team to understand their specific needs and requirements related to DAM, PCM, and MRM functionalities. This involves conducting meetings, workshops, and presentations to gather relevant information and translate it into technical specifications.
* **Designing and customizing workflows:** Designing and customizing workflows within the DAM, PCM, and MRM modules to streamline content creation, approval, and distribution processes. This includes configuring user roles, permissions, and access controls to ensure efficient collaboration and content management.
* **Configuring metadata and taxonomy:** Configure metadata schemas and taxonomy structures within the DAM and PCM modules to enable efficient categorization, tagging, and searching of digital assets and product content. This involves defining metadata fields, properties, and relationships to facilitate content discovery and reuse.
* **Integrating with other systems**: Ensuring seamless data flow between systems.
* **Training and documentation:** Conducting training sessions, creating user guides(Runbook) and documentation, and offering ongoing support to address any questions or issues related to the modules.
* **Troubleshooting and issue resolution**: Responsible for identifying and resolving technical issues, bugs, and performance issues related to the DAM, PCM, and MRM modules. This involves analyzing log files, debugging code, and working closely with the development team and Sitecore support to implement solutions.
* **Keeping up with industry trends and best practices:** Ensure frequent environment upgrade and new features are utilized with the business.

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| **SC Johnson CMS** |  |

**Highlights**

**CMS Tools**: Sitecore CMS 9.0.2, Personalization, Multilingual support, SOLR.

**Code Repository Tools:** TFS, TDS, GIT,

**Tools :** Octopus

**Advanced Technologies: NET 4.5, C#, ASP.NET, ADO.NET**, HTML, PowerShell scripting.

**Responsibilities:**

* As a Full Stack Developer involved with the setting up of octopus deployment of all DF1 & DF2 based SC Johnson sites.
* Involved with design, development and support for the following sites: [Glade](https://www2.glade.com/en-ca) , [Kiwicare](https://www.kiwicare.com/en-ca), [OFF](https://off.ca/en-ca), [ziploc](https://ziploc.ca/)
* Worked on setting up Sitecore 9.0.2 on scaled environment for Dev, UAT and Prod setup.
* Modified and developed corporate sites to meet the GDPR compliance.
* Developed, maintained, and refined sites based on Sitecore using tools like ASP.NET (MVC & Web Forms), TDS, Glassmapper, and Solr for Sitecore, in accordance with the Helix architecture.
* Involved in the Design, Budgeting and resource allocation of the projects.
* As the lead to the SCJ ContentHub implementation involved with across the organization for the digital transformation.
* Integrated the Sitecore environment with the ContentHub platform.

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| **Client: Sitecore (ContentHub Specialist)** | **July 2020-Sep 2021** |

**Project Highlights**

**McCain (DAM, MRM ,PCM)-**Solution Architect

**Komatsu(DAM, PCM)-**Solution Architect

**CareStream(DAM, PCM)-**Solution Architect

**Priority Health (DAM, CMP, PCM)-**Solution Architect

**Responsibilities:**

* Conducted onsite client workshops to explore business needs of customers and arrive at map gap analysis.
* Act ed as a client advocate to address their needs post-go-live and enabling them to increase their business presence.
* Enable customers to meet their technology and business requirements by bridging the gap.
* Translated obscure business problems into technical user stories and deliver them.
* Development customized DAM code and Azure functions to address the business requirement.
* Integrated Sitecore DAM to Sitecore connect, Creative cloud and Salesforce Marketing Cloud.
* Use customer feedback and insights to improve product materials, technical best practice, and technical materials, while providing feedback to Product Management teams.

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| **Client: Canada Cancer Society** |  |

**Highlights**

**CMS Tools**: Sitecore CMS 8 &EasyDita.

**Code Repository Tools:** GIT

**Advanced Technologies: VS 2019,.Net Core, SQL 2017**

**Responsibilities:**

* Worked on the migration on EasyDita Content data to the Sitecore CMS Environment.
* Designed and developed the CAM Importer tool to fetch the EasyDita via API and Save the log and data in the SQL table.
* Stored the EasyDita JSON format data in the SQL table.
* Based on the status of the EZDID the operation action on the content is determined via the code.
* Sitecore Scheduling task is performed every day to update the content in the Sitecore environment.
* Sitecore Integration code is implemented to map the Sitecore content based upon the EasyDita action

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| Senior Sitecore Programmer  **Chartwell Retirement Residences, Mississauga, Canada**  [https://chartwell.com](https://chartwell.com/) | FEB 2018 – Jun 2019 |

**Highlights**

**CMS Tools**: Sitecore CMS 9, Email Experience Manager, Analytics, Personalization, Multilingual support.

**Sitecore Modules:** WFFM, 301 Redirect, XBlog, Language Resolver, SEO Module, Custom Bucketing,

Not Found Item, Index Viewer, PowerShell Script.

**S/W Dev Methodology:** SCRUM Agile, SDLC, Agile with Pair Programming and Test Driven Development

**Code Repository Tools:** Team Foundation Server, TDS, GIT, VSTS

**Advanced Technologies: NET 4.5, C#, ASP.NET, ADO.NET**, nUnit

* Worked on the Revitalization of Chartwell website from DNN to sitecore.
* Architected solution for componentized pages in Sitecore CMS 9.0.2.
* Implemented aprox 30 responsive **Helix** components for different pages in the site using Sitecore **MVC**, .NET and Sitecore API. Regarding the web stack, Bootstrap, Jquery, fancy box, Slick,CSS3 have been used.
* Implemented custom indexing fields for **SOLR** search index for Search Result pages as well as for pages with Filtering capabilities.
* Implemented **XBlog** module for Blog in sitecore. Redesigned wordpress blog to sitecore also integrated with site.
* Implemented several WebAPI services to facilitate pagination and search on several pages. For searches **SOLR** provider has been used along with **LINQ** for Sitecore.
* Used VSTS to facilitate Sitecore configuration for developers and different environments, Dev, Staging and Production
* Used TDS to sync Sitecore content and to generate **TDS** packages for the purpose of deployment
* Analyzed the heat map for the UX Session, Google Analytics, SEO Strategy, Performance of Bots and performance tuning.
* Implemented components that allow sharing content to Social Media web sites like Facebook, Twitter & Linked in.
* Lead the **team/Go** to person for any sitecore related enhancement/configuration changes.
* Heavy use of Browser stack tools to regression and functional test all web pages for Mobile versions.
* Extensive implementation of content schedule, archive mechanism, User roles and permissions depending on the web application on per country basis.
* Implemented content targeting and personalization, targeting specific content to specific users based on location.
* Used **Sitecore** publish/sync mechanism to publish to production.
* Created custom web parts and controls for Blogs, forums, community forums and ratings all over the sharp product pages.
* Extensive use of **Sitecore** image library to store all Sharp product images, Assets and corporate website documents.
* Maintained Development, Staging and Production (load balanced) servers, supported 24/7 making sure no down time.

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| **Programmer/Analyst** [Texas Computer Cooperative](http://texascomputercooperative.net) (TCC) at ESC 20, San Antonio, TX,USA | **Jun 2012 – Jan 2018** | |
| TCC manages administrative software for Texas schools, and manage school district with proper tools.   * Responsible for all existing .Net applications under the TCC’s ownership. The major products include txGradebook (teacher gradebook and reporting system), txConnect & txConnectMobile (a parent portal to view grades, attendance, online registration and much more), txMyZone (a student portal for requesting courses and maintaining graduation plans and TCC Web Service API & Proxy (above). * Implemented **ADA 508** web accessibility guidelines for application developed in Asp.Net and Java platform with ARIA features in **HTML5**.Testing for above mentioned standard was performed in JAWS. * Implemented **ChartJS –HTML5** based javascript charts across application .To represent statistically data in easy light weight graphical representation for ease of user understanding and interactive graphs with light weight canvas elements. * Specifically involved in performance improvement for handling larger database .Implemented **parallel ForEach** features defined in .Net 4.0 framework with **LINQ** and P-LINQ across application. * Responsible for the design, development, quality assurance, with on-time delivery and distribution of new .Net programs. This includes researching supplemental application or server requirements, hardware capacity, and database design needs. * Provides technical assistance to all Texas ESCs and school districts regarding .Net program implementation, problem identification, and corrective action to be taken to resolve problems encountered anywhere within a product’s lifecycle or technology stack. * Develops both technical and non-technical reference documentation for support of assigned systems. * Implemented light weight component JQuery, JQuery UI dialog to trigger unsaved warning message across the application by replacing server side control and user controls. * Migrating txConnect application from n tier application into **MVC** with improvement in Front end and back end designs, along with angular JS. * Implemented Responsible design using Bootstrap and custom style sheets based on CSS. | | |
| **Programmer(Contractor)** Dollar Thrifty Automotive Group ,Tulsa ,OK,USA | | **Mar 2012 - Jun 2012** | |

**PROJECT: HR CARS**

The CAR system was designed to assist you in tracking DTAG employee’s attendance records. It will track and automatically roll points off in accordance with corporate policies. CAR will notify managers when an employee accumulates the appropriate number of points for a corrective action notice (CAN). However, managers are still responsible to issue CANs in accordance with the progressive disciplinary process. Managers are expected to review and issue CANs on a weekly basis.

* Prepared Technical Specifications, Class Diagrams, Use Cases and work flow diagrams using UML.
* Constructed complex queries and stored procedures in Oracle for Dollar and SQL for Thrifty, to retrieve and manipulate data.
* Utilized ADO.NET objects to interact with Oracle and SQL Server database. Dataset, Typed Dataset, Data Tables along with custom designed Collection Classes were used to hold data while they are being processed and before they are serialized to XML document.
* Worked on SQL reports using SSRS.
* Prepared Test Cases using NUnit 2.2.8. Testing and deployment were performed.

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| **Software Developer**  Flextronics ,India | **APR 2010 – JUL 2011** |
| Lead the design, coding, and maintenance of multiple web applications responsible for data collection, reporting, and management of EFX (Exposure management ) This position also required heavy database administration and the frequent creation of advanced, multi-table SQL queries for extracting heavy relational data.   * Developed **Web Services** and invoking them by using XML **SOAP and WSDL** for creating proxy classes. * Migrated **DTS** packages from SQL Server 2000 to SQL Server 2005 as **SSIS** packages. * Automated the approval mechanism of the application. * Developed **Procedures, T-SQL queries, triggers, functions, cursors and Views.** * Involved in **estimation** and **planning** of the project deliverables * Implemented **Event** **Handlers** and **Error** **Handling** in SSIS packages * Deployed SSIS Package into Production Servers. * Designed, developed and deployed Reports using SSRS 2005. * Used the SSIS Import/Export, migrated the Heterogeneous Database. * Configured **SQL** **mail** agent for sending **automatic** **emails** when SSIS packages fails or succeeds. * Used SSIS to create **ETL** packages to **validate**, **extract**, **transform** and **load** data. | |

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| **Software Developer**  Zylog System INC ,India | **AUG 2007 – APR 2010** | |
| * Developed separate module called **INVENTORY** used **BARCODE SCANNER** for implementation. * Development of GUI using **AJAX, JavaScript, Infragistics UltraWebGrid and UltraWebTree controls;** * Development of Data Access Layer utilizing **ADO.NET** and existed Data Access functionality; Involved in all phases of project lifecycle SDLC i.e. requirement gathering, analysis, design, application development, testing, support and fixing production issues. * Worked with **ASP.NET Web Forms, Web Services, and State Management, Caching features, configuring optimizations** and securing the web application. * Developed module which deals with **validating user, changing passwords** and searching of information depending upon priority of user in site Using **ASP.NET 3.5**. * Involved in Developing **Master Pages** andfor providing uniformity among the pages using **ASP.NET 3.5.** * Extensively used **Data Adapter, Data Set, Data Table, Data View, Data Grid and Data Reader** for binding data from database to the various web forms. * Used **ADO.NET** extensively for data retrieving, querying, storing and manipulating on SQL Server. * Wrote T-SQL **queries**, T-SQL **Stored** **Procedures** and **Triggers**, which will execute against SQL Server database in order to extract the appropriate data for each report. * Developed **Web Services** and invoking them by using XML **SOAP and WSDL** tool for creating proxy classes. * Used **Web Services (SOAP, WSDL)** for communicating with other application and components. * Performed **Unit testing** on all interfaces developed. | |

**TECHNICAL HIGHLIGHTS**

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| **Technology** | **Years Experience** | **Technology** | **Years Experience** |
| **Microsoft SQL Server** | **4** | **HTML & CSS** | **10** |
| **MySQL** | **3** | **JavaScript** | **10** |
| **Sybase** | **5** | **REST API** | **2** |
| **Oracle** | **5** | **jQuery** | **5** |
| **ASP.Net (C#)** | **6** | **Bootstrap** | **3** |
| **Java** | **2** | **JSON** | **3** |
| **Web Service** | **4** | **ADO.Net/LINQ** | **8** |
| **ETL(SSRS & SSIS)** | **5** | **Microsoft IIS Server** | **6** |
| **Sitecore** | **5** | **MVC** | **3** |

**EDUCATION & TRAINING**

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| **Sitecore ContentHub -Brussels, Belgium** | **MAR 2020** |
| Attended 3 weeks training in the Sitecore Office and familiarized in ContentHub Platform | |

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| **Sitecore Experience Solution Developer 9.0** | **MAR 2018** |
| Learn how to build real world MVC-based Sitecore solutions that turn digital strangers into delighted customers with context marketing. | |

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| **Agile Methodology, ESC-20** | **Oct 2016** |
| Introduction to Agile project management principles, tools and techniques. | |

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| **Bachelor’s degree in INFORMATION TECHNOLOGY,Tamilnadu,India** | **Aug 2003 - May 2007** |
| Management Information Systems | |

