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| C:\Users\ArunaSrinivas\Downloads\manisha-passport.png  **MANISHA MORA** | Mobile: 8978533310  Email: manisha.mora@gmail.com |

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| --- | --- | --- |
| **EXPERTISE** | | **SKILLS** |
|  | **Content Management System**  **Adobe Experience Manager 6.1 to 6.5**  **Microsoft SharePoint**  **Program Management**  **Stakeholder Management**  **Resource Management**  **Project Management UI UX Designing**  **Wire framing**  **Prototyping**  **XML Content Expert**  **JavaScript, HTML5**  **CSS3, LESS, SCSS**  **JIRA, GitHub, Figma** | |  |  | | --- | --- | | **Communicator** |  | | **Collaborator** |  | | **Accountability** |  | | **Innovator** |  | | **Leadership** |  | | **Motivator** |  | | **Analytical** |  | | **Team Builder** |  | |

**SUMMARY**

* Over 9 years’ experience in Content Management System (CMS) handling Ecommerce and Content Publishing domain. Experience as a core team resource in implementation of new CMS in the system in collaboration with different Cross-functional teams.
* Specialist in aspects of Web/Content Production and Cataloging as well as handling launches of flagship products and campaigns, handling large volume of catalog data and maintaining search efficiency in marketplace and multi market/locale environment, incident management, XML content management, user accessibility testing, suggesting, and implementing improvement in functional and customer aspects of the CMS processes and online presence
* Worked as UI Developer for Pragmatic Play India Pvt. Ltd.
* Worked as Senior SharePoint Consultant at Deloitte
* Worked as Project/Program Management Analyst for Dell International Services India Pvt LTD.
* Have worked on various facets in the CMS Operations team including Enterprise Product Launch, Content Management, Quality, Translations, Audit and Video Operations.
* Acted as a **backup to Team Lead** / Manager to ensure operations smooth in the team during **critical** launches.
* Initiate and participated in conference calls with Stakeholders weekly, quarterly basis on strategy, execution, and governance to optimize e-commerce content and quality operations.
* Drive CQIP - **Continuous Quality Improvement Program** within the team that would bring the improvements in the process
* Deep dive analysis on team, launch **metrics**, partner with managers and Stakeholders to drive initiative implementation and recommendations based on findings.

**ACHIEVEMENTS**

* Reduced man hours by 54.67% by improving the Error Fixture Rate (81% – 97%) on Premier (Partner Channel) Site Quality and brought down the Error Backlog from 19% - 3%.
* Reduced SLA by 26% by developing and leading a Program to effectively throttle resource utilization while allocating requests to the team members after mapping the skill sets and experience.
* Defined the SLAs for 10 Type of Global Requests by tracking the AHT of 22 Resources over a period of 100+ days.
* Reduced man hours by ~500 hours / quarter by creating internal tools using Python, JavaScript, HTML5 and CSS3 for standardizing and automating the process

**REWARDS & CERTIFICATIONS**

* Bronze Award and Spot Award winner for continuing outstanding contribution to Dell business results and dedication to the better customer experience
* Second prize (Over all India) in Hackathon for a project which led to ~10% increase in the Overall Sales of Dell International

**EXPERIENCE**

**Senior AEM Content Author Publicis Sapient, BNG (Jan 2022 – Till Date)**

**Key Responsibilities**

* Working on Content Authoring Guide on AEM
* Updating step by step process for creating Components, Workflows, Page Management, Uploading Assets to DAM, User groups and Association, Templates
* Publishing content on the site on AEM 6.5, selecting the template, adding components as per design, adding the content,   
  images from DAM, and generating a workflow for publishing a page.
* Trained on new CMS system “Ampliance” and search api tool “Algolia”
* Worked on website migration project from AEM to Ampliance CMS for ASDA.com
* Collaborating with stakeholders as the only point of contact for CMS, and creating schemas & content types as per the   
  requirement

**UI Developer Pragmatic Play, HYD (Aug 2020 – Aug 2021)**

**Key Responsibilities**

* Developing new user-facing using JavaScript, HTML5, CSS3 and Bootstrap
* Wire framing and prototyping using FIGMA
* Building reusable code and libraries for future use
* Working on Git and Visual Studio
* XML Content Update
* Ensuring the technical feasibility of UI/UX designs using Figma
* Optimizing application for maximum speed and scalability
* Assuring that all user input is validated before submitting to back-end
* Collaborating with other team members and stakeholders
* Creating interactive wireframes, prototypes and design implementation via CSS and HTML coding
* Publishing content on the site on AEM 6.5, selecting the template, adding components as per design, adding the content,   
  images from DAM, and generating a workflow for publishing a page and then rolling out the content to other countries as well.

**Senior SharePoint Consultant Deloitte (Source One), HYD (Apr 2019 – Dec 2019)**

**Key Responsibilities**

* SharePoint migration project.
* Remediating pages on the site using JavaScript, HTML, CSS.
* Delivering pages within SLA.
* Maintaining 99% quality while delivering the pages.
* Updating the progress of the project on timely basis in daily meetings

**Project/Program Management Analyst** **Dell International Services, HYD** **(June 2015 – July 2019)**

**Key Responsibilities**

* Handling content for various business groups. Including campaigns and special projects.
* Was responsible for editing, modifying content and maintenance of the website
* Build on SharePoint CMS
* Update content & other assets in existing site pages
* XML Content Update
* Coordinate interactions on project activities with clients to ensure smooth flow on project activities
* Setup detailed Business plan that includes Project Scoping, Resources Requirement and Deliverables for the project as per client requirements
* To conduct Risk Analysis and provide feedback & suggestions as project value adds
* Preparing the daily, **quarterly dashboard** and presentations for the leadership
* To generate daily activity reports & handle resource utilization
* Record and maintain the process updates and ensure quality of deliverables across a portfolio of the projects
* Creation and Maintenance of SOP (Standard Operating Procedure) for Business Process
* Deal with cross-functional project teams to ensure on-time delivery of projects
* Initiate and conduct refresher sessions to the team to enhance their process knowledge and maintain process updates documents
* Conduct a brainstorming session with the team to understand the challenges, next step plan towards improvement and delivering a better-Quality score
* Work independently and with the Project Manager and Product Owner on larger projects to document and maintain comprehensive project plans, meeting minutes, assists in communicating the plan and status of projects in both formal and informal settings, document issues, risks and any other project documentation on the project site as required by the project.
* Acting as a backup in the absence of lead to ensure timely deliverables

**Web Developer PHP** **Value Notes Database Pvt Ltd., PUNE** (Nov 2011 – Dec, 2014)

**Key Responsibilities**

* Database installation, setup querying and maintenance
* Software installation and setup
* Website development, maintenance, and feature updates
* Creating applications using PHP
* Creating surveys using online tools

**EDUCATION**

* **Pune University BCS, Computer Science** (2007 - 2010)
* **S.M.Choksey Junior College HSC, Computer Science, Pune** (2005 - 2007)
* **S.V.Union High School, SSC, Pune** (1996 - 2005)

**PERSONAL DETAILS**

* DOB : 13th January 1990
* Marital Status : Married
* Languages Known : English, Hindi, Marathi, Telugu and German A1
* Hobbies : Creating caricatures, Organizing Events, Drawing, Painting & Cooking.