

Kusum BS

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PROFESSIONAL SUMMARY

Experienced content management specialist with 5 years of mastery in Adobe Experience Manager (AEM) tool, adept at optimizing campaign efficiency through advanced technical solutions. Proficient in Agile leadership methodologies and skilled in CMS operations for executing impactful updates across diverse industries.

EXPERIENCE

Senior Analyst - CMS

Merkle Inc. Bangalore, India

April 2023 - February 2024

- Managing digital campaigns promotions, and end-of-promotion activities for a Global Lighting Industry client using Adobe Experience Manager (AEM) based on seasonal, weekly, and monthly schedules.
- Executed 200-500 asset uploads to DAM, implementing batch scripting for file renaming automation, reducing processing time from 60 to 15 minutes with technical precision.
- Managing and designing websites using Agile Scrum methodology. Conducting Manual Testing of websites across different environments such as Preview, Staging, and Live.
- Executed Batch scripts to automate the file renaming process, reducing the time by 75%.
- Utilized tools like Workfront for dashboard access, Akamai for cache clearance, ServiceNow for issue ticketing, and Lionbridge for translation. Responsible for site-text key updates using AEM CMS.

Senior Content Manager

Tech Mahindra Pvt. Ltd. Bangalore, India

November 2021 - March 2023

- Executed content updates and Global rollouts across Cloud Industry client websites and digital channels. Skilled in generating monthly reports for sites and assets through Bulk Editor, facilitating thorough tracking and analysis.
- I've acquired a solid grasp of various AEM modules like Web Content Management (WCM) and Digital Asset Management (DAM).
- Utilizing the Language Copy and Live Copy functionalities for Multi-site Management (MSM).
- Professionally experienced in coordinating international operations, working closely with clients from Europe, APAC, and the US.

Junior Engineer – Content management

Mindtree Pvt. Ltd. Bangalore, India

June 2019 - September 2021

- Effectively led FinTech campaigns across global regions, demonstrating exceptional leadership. Delivered high client value with a 97% first-time accuracy rate through collaborative teamwork.
- Ran Vanity URL redirection using Akamai and edited media assets with Brightcove. Collaborated with marketing and design teams to develop site content, layout, and style.
- Responsible for the initial implementation and continuous updates of websites to meet market demands utilizing AEM technology, leveraging HTML and CSS code, followed by successful content publishing on live environments.

PROJECTS

Interior design website building

MDBS Tech

- Engaged in a real-time project involving website development, leveraging the robust capabilities of the Laravel PHP Framework for enhanced efficiency and scalability.

EDUCATION

Bachelor of Engineering in Computer Science

Visvesvaraya Technological University (VTU) Belagavi, India

July 2019

CERTIFICATIONS

Meta - Introduction to Front End Development

Coursera • 2024

Meta – Programming with JavaScript

Coursera • 2024

HTML Essential Learning

LinkedIn • 2024

Adobe Experience Manager Business Practitioner professional ADO-E126 - Completed with 96%

Udemy • 2024

JavaScript Bootcamp

Codekaro • 2023

SKILLS

Programming languages: HTML, CSS, and JavaScript.

Technologies: AEM 6.5, Sitecore CMS (learning), Typo3 CMS (learning), DAM, Brightcove, Workfront, JIRA, Confluence, Figma, Atlassian suite, ServiceNow, Akamai- Cache flush and Redirect, LIONBRIDGE- Translation tool, Scene 7- Asset upload.

Soft skills: Adaptability, Communication skills, Operations Management, Ability to meet deadlines and Team leadership.