

# Vipin Raturi

Gurgaon, Haryana | [vipinraturi2244@gmail.com](mailto:vipinraturi2244@gmail.com) | +91 9690582043 | [linkedin.com/in/vipin-raturi](https://www.linkedin.com/in/vipin-raturi)

## Summary

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Experienced AEM Content Author/Publisher. Proven track record managing & publishing engaging digital content within AEM. Skilled in AEM components, DAM, SEO, content migration & workflows. Adept at creating effective web experiences.

## Skills

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Adobe Experience Manager (**AEM**), TeamSite, Digital Asset Management (**DAM**), SEO, JIRA, Basic Figma, Multi-Channel Publishing, Content Migration, Workflow Management, Quality Assurance.

## Work Experience

Lead Analyst – Content Authoring | **Hogarth Studios Gurgaon** | May 2022 – Present

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- **Lead Digital Launches:** Spearheaded digital vehicle launches for Ford Motors using Adobe Experience Manager (AEM) to deliver seamless content across web, mobile, and social platforms.
- **Cross-functional Collaboration:** Collaborated with marketing, design, and IT teams to implement AEM-based solutions, optimizing content workflows, and accelerating digital asset deployment.
- **Component Authoring & Template Management:** Designed and authored reusable AEM components and page templates, enhancing site scalability and reducing development time for future campaigns.
- **Lead Generation & Campaign Development:** Developed dynamic landing pages and forms using AEM components to enhance lead capture, optimizing user experience and data collection for vehicle sales.
- **Multi-Channel Publishing & Digital Asset Management:** Managed content publishing across multiple channels, utilizing AEM's Digital Asset Management (DAM) to maintain brand consistency and media accessibility.
- **SEO Optimization & Analytics Integration:** Applied SEO best practices and integrated Adobe Analytics with AEM to track content performance, increase content visibility, and drive conversions.
- **Managed Data for Digital Sales Tool:** Integrating JSON to fetch and update real-time website data, ensuring accurate and up-to-date information for dealers.
- **Training & Documentation:** Developed comprehensive documentation and trained internal teams on AEM authoring best practices, ensuring consistent usage and reducing onboarding time for new users.

Web Publisher | **Genpact** | August 2021 – May 2022, Gurgaon, Haryana

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- **Coordinated and Implemented Legal Content Updates:** Ensured digital assets adhered to legal standards and regulations, optimizing compliance for web content across platforms.
- **Managed Web Content and Templates:** Utilized TeamSite CMS to publish, edit, and organize content, maintaining version control and seamless deployment.
- **Front-End Web Development & Troubleshooting:** Applied HTML and CSS for basic web development and issue resolution, ensuring smooth user experience and functionality.
- **SEO & Multilingual Site Optimization:** Implemented SEO best practices (meta tags, alt text, URL structures) and managed multilingual sites to improve global content reach and search engine rankings.
- **Cross-Functional Collaboration & Quality Assurance:** Collaborated with developers, designers, and marketing teams on website updates, performing comprehensive QA tests to ensure content accuracy, proper layout, and cross-browser compatibility.

## Education

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**Bachelor of Technology (B.Tech)** | UTU | Dehradun, Uttarakhand | 2020

**Diploma in Computer Science Engineering** | UBTER | Dehradun, Uttarakhand | 2017