

ROBERT TOMAS

DIGITAL ENGAGEMENT OFFICER - WEB TRANSFORMATION

DEAR HIRING MANAGER,

I am writing to express my strong interest in contributing to a dynamic and forward-thinking organization. With a robust background in website management and a proven record of enhancing digital platforms, I am excited about the opportunity to bring my technical expertise and passion for continuous improvement to your team.

In my previous roles, I have successfully leveraged content management systems, most notably Adobe Experience Manager; to oversee, optimize, and expand online presences. I have collaborated effectively with cross-functional teams and managed the diverse requirements of senior stakeholders, ensuring seamless website functionality and an exceptional user experience.

I am deeply passionate about programming and actively pursue opportunities to expand my technical expertise. With a strong foundation in programming skills, I am eager to advance myself and specialize in front-end development, where I can combine all my web knowledge and technical skills with creative problem-solving to deliver exceptional user experiences.

I am eager to apply my skills and innovative approach to help achieve your organization's goals. I am confident that my background in digital management, combined with my dedication to learning and professional growth, will make a valuable contribution to your team.

Thank you for considering my application. I look forward to the opportunity to discuss how my experience and skills align with your needs.

SINCERELY,

Robert Tomas

ROBERT TOMAS
0424 887 055

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CONTACT

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<https://roberttomas-web.github.io/portfolio>

SKILLS

- **Content management systems (CMS)**
 - Adobe Experience Manager (AEM)
 - Sitecore
 - Drupal
- **Project management**
 - Jira
 - Wrike
- Adobe Analytics
- FunnelBack
- Microsoft Word, Excel, PowerPoint and Outlook
- **Team communication**
 - Microsoft Teams
 - SharePoint
 - Confluence
- **Creative Software**
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe Premier Pro
- **Programming languages**
 - ◆ HTML/CSS ◆ MySQL
 - ◆ JavaScript ◆ Python
 - ◆ C# ◆ PHP
 - ◆ Java

REFERENCES

Tracy Carter

Head of Web Transformation - UNSW
t.carter@unsw.edu.au
0413 208 005

Jason Reyes

Digital Engagement Lead - UNSW
jason.reyes@unsw.edu.au
0430 884 056

PROFILE

As a dedicated professional, I specialize in crafting engaging, user-centric digital experiences through effective content management. With expertise in leveraging CMS platforms, particularly Adobe Experience Manager (AEM), I excel at developing dynamic and functional web solutions. Highly organized and dependable, I thrive in managing multiple priorities while maintaining a positive attitude and a strong willingness to take on additional responsibilities to achieve team goals.

WORK EXPERIENCE

Digital Engagement Officer - Web Transformation

University of New South Wales

May 2024 - January 2025

- Oversaw daily updates and maintenance of the university's websites, ensuring seamless functionality and adherence to quality standards.
- Developed new websites from the ground up, following best practices in design, usability, and accessibility.
- Migrated and rebuilt numerous legacy websites, transitioning from Drupal CMS to Adobe Experience Manager (AEM) for a modernized user experience and improved functionality.
- Conducted AEM training sessions for university staff, equipping them with the skills to independently manage site content. Led sessions both as part of a team and individually.
 - Training sessions included: General AEM usage (page creation/editing), Advanced approval/publishing workflows, and news article creation.
- Produced AEM training videos focused on component usage, page creation tips, and best practices to support staff learning and development.
- Collaborated with clients to gather requirements and address issues, ensuring their needs were met effectively and efficiently.
- Conducted thorough audits of web pages nearing completion to identify and resolve errors, inconsistencies, and ensure adherence to quality standards.
- Managed the Digital Asset Management (DAM) system by uploading, organizing, and maintaining images and documents.
- Designed and constructed Drupal forms tailored for various university needs and purposes, supporting a range of functionalities.
- Provided frequent support for clients and staff using AEM, troubleshooting errors and resolving issues promptly to maintain strong, collaborative relationships with stakeholders.
- Managed AEM Admin Console to control staff access and permissions for website content and functionality, ensuring appropriate access levels for different roles.

Web Channel and Optimisation Specialist

Aware Super

May 2022 - December 2023

- Enhanced user experience by implementing AEM component-based designs and layouts.
- Managed and updated website content regularly, ensuring accuracy and relevance for site visitors.
- Collaborated with cross-functional teams for seamless integration of AEM systems into existing infrastructure.

Sameiko Slota

Senior Manager, Digital Channels - **Aware Super**
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61 413 520 731

Hayley Gaebler

Web Channel Manager - **Aware Super**
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0289 343 764

Education

- **TAFE UNSW**
 - Certificate IV in Information Technology (Web Development) - 2025

- Migrated legacy content management systems to Adobe Experience Manager, ensuring a smooth transition and minimal downtime.
- Trained internal team members on AEM development techniques, contributing to a more knowledgeable workforce.
- Integrated analytics tools within the AEM platform to provide valuable insights into user behaviour, supporting data-driven decision making for future improvements.
- Collaborated with UX/UI designers to ensure cohesive visual design across all sites.
- Collaborated with marketing and design teams to develop and plan site content, layout and style.

Intern: Online Office Coordinator - Online Orders

Mint Window & Door Solutions

March 2017 - April 2022

- Participated in professional development opportunities to enhance skill set, contributing to overall intern growth and potential future employment prospects.
- Management of extensive order spreadsheets, including processing and organization.
- Managed social media accounts to boost company visibility, generating increased interest from prospective clients and customers.
- Gained valuable experience working within a specific industry, applying learned concepts directly into relevant work situations.
- Assisted in the planning and execution of company events, resulting in increased employee engagement and satisfaction.