

# ROBERT TOMAS

DIGITAL ENGAGEMENT OFFICER - WEB TRANSFORMATION

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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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# ROBERT TOMAS

## DIGITAL ENGAGEMENT OFFICER - WEB TRANSFORMATION

### CONTACT

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Sydney, NSW  
<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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- 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.
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