

SONALI KUMARI

Content Management Analyst

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SUMMARY

Results-driven Content Management Analyst with [2] years of experience in overseeing and optimizing digital content workflows, enhancing user engagement, and ensuring content accuracy across various platforms. Proficient in content management systems (CMS), and Aem.

EXPERIENCE

- Content Management Analyst** 08/2022 – 08/2024
Rightpoint India Digital Private Limited Jaipur, Rajasthan
- Experience working within CMS environment.
 - Work with Content Management to ensure alignment with Global content strategies and manage content complexity and adaptation as per local needs.
 - Design and develop client strategies around content management solutions.
 - Established a robust content management system that streamlined content assets organization and tracking, resulting in a 50% decrease in content-related errors

PROJECTS

1. Iron Mountain (IRM)

- Created Pages and Edit the pages using Sitecore.
- Manage expiring content and broken links.
- Manage the process of getting content created with writers.
- Managed content moderation queue and enforced rules, moderating digital and user-generated content with high accuracy

2. University of Tempa (UTM)

- managing the content workflow using AEM.
- Review web requests that come in for updates across website.

3. Raymour and Flanigan

- Created pages and edit the pages using Optimizely
- Work with creative on image sourcing and resizing.

4. Orlando Health

- Created pages and edit the pages using Aem.



SKILLS

- HTML5, CSS3, SCSS, JavaScript, C#.Net, Asp.Net, React.js, Git, MySQL, Optimizely, Content Management System, Aem, Sitecore

INTERNSHIP

Developer

C-DAC ATC

01/2020 - 06/2020

- Assisted in Full-stack development with Python and Django.
- Facilitated seamless user experiences by enabling easy login, course enrollment, feedback submission, and provided administrators with access to enrollment statistics and user feedback.

TRAINING

Web Developer

CNEL India from Jaipur

July 2021- July 2022

EDUCATION

Master of computer application

Banasthali Vidyapith

2018 - 2020

Jaipur

LANGUAGES

English

Hindi