P. Kavitha,
Mobile no :+91 7032668030

E-mail: Kavitha.pulivarthi@gmail.com

Personal Profile

Having around 7 years of experience in AEM Analyst and Content Management (6.3,6.4,6.5).

AEM Content Specialist with 7 years of experience enhancing website Pages and SEO Optimization. Proven track record of transforming specific business goals related to growth and efficiency improvements into new system designs.

Professional summary

- Created Web Pages using the Sites Admin Console
- Worked on components, forms ,templates, workflows.
- Designed content structure including folder structure, caching ,workflow for verification and metadata management strategies design.
- Obtain an In-depth understanding of the product and the documentation requirements and produce high quality content that meets applicable standards .
- Managed the company's and validate content displays accurately on multiple environments/devices.
- Directly dealing with stakeholders for getting requirements.
- Making sure that Business standards are followed for creation of pages.
- Worked on JIRA Tickets.
- Experience in DITA XML
- Created Experience Fragments.
- Created the Content Fragments.
- Added the assets to AEM DAM
- Worked with stakeholders for requirements.
- Worked on QC of the Authored pages.
- Worked on Updating the Pages.
- Worked on creation of Tags.
- Worked on Metadata for the Pages and Images.
- Worked on SEO related Activities.
- Handle the team of 5 members.

Qualification

- Master of business administration (MBA) from Osmania University

Technical Exposure

AEM - 6.3,6.4 &6.5
HTML
CSS
MS-Office

Experience Detail

- Working as a senior analyst in Amazon Development Center from Sep 2016 to Sep 2023.

Project Profile

Client : Amazon Development Center- Senior Analyst

Project :

Amazon is an American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. It has been often referred to as "one of the most influential economic and cultural forces in the world", and is often regarded as one of the world's most valuable brands. It is considered to be one of the Big Five American technology companies, alongside Alphabet (parent company of Google), Apple, Meta and Microsoft.

Roles & Responsibilities

➢ Created Experience Fragments.
➢ Worked on components, forms ,templates, workflows.
➢ Created the Content Fragments.
➢ Added the assets to AEM DAM
➢ Worked with stakeholders for requirements.
➢ Designed content structure including folder structure ,caching, workflow for verification and metadata management strategies design.
➢ Worked on QC of the Authored pages.
➢ Worked on Updating the Pages.
➢ Experience in DITA XML
➢ Worked on creation of Tags.
➢ Worked on Metadata for the Pages and Images.
➢ Worked on SEO related Activities.
➢ Created Web Pages using the Sites Admin Console
➢ Directly dealing with stakeholders for getting requirements.
➢ Making sure that Business standards are followed for creation of pages.
➢ Worked on JIRA Tickets.

ACHIEVEMENTS & AWARDS

• Had won applause award for highest ticket closing with quality (R&R).
• Had won the team performance award for handling JIRA cases (Pinnacle award).