

AMIRTHA SAMBATH

CMS Specialist | Sitecore CMS | AEM Content Author | Digital Content Management

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PROFILE SUMMARY

CMS Content Author and Digital Content Specialist with **6+ years of experience** delivering enterprise-level web content using **Sitecore, AEM, Drupal, and WordPress**. Strong expertise in **content authoring, DAM operations, localization, metadata management, and Agile delivery**. Proven ability to work with global stakeholders, manage high-volume CMS updates, and ensure brand, quality, and compliance standards across multi-market deployments.

WORK EXPERIENCE

Associate – Content Management Specialist in Hogarth Worldwide – Chennai (01'22 – 12'25)

Client: Dyson (London)

- Created, updated, and maintained **CMS web pages** using **Sitecore, AEM, Hybris, and Magento**.
- Managed **Digital Asset Management (DAM)** including images, videos, and documents across regions.
- Implemented **localized content** for multiple markets ensuring brand and compliance standards.
- Updated page components, templates, metadata, and content elements as per requirements.
- Coordinated with QA teams to **resolve CMS defects** and publishing issues.
- Tracked CMS tasks and SLAs using **Jira**, ensuring on-time delivery.
- Supported deployment and maintenance of web pages across environments.
- Developed and maintained **Salesforce email templates** for automated notifications and customer communication.
- Customized **HTML email layouts** and dynamic placeholders to support personalized messaging.

Client: Dyson – Flixmedia (London)

- **Authored CMS pages** using **Sitecore, Drupal, and XML-based CMS platforms**.
- Maintained and organized **Sitecore and Brightcove assets** for consistent content usage.
- Worked closely with **Digital Producers and Marketing teams** on CMS enhancements.
- Managed a small **CMS authoring team (3 members)** including task allocation and peer reviews.
- Reviewed and approved CMS pages before production publishing.
- Participated in **Agile ceremonies** such as daily stand-ups, sprint reviews, and retrospectives.
- Troubleshoot and resolved **content rendering and publishing issues**.

Associate – Digital Enablement in Xerago E-Biz Services Pvt. Ltd – Chennai (05'19 – 11'21)

Client: Citi (Philippines & Malaysia)

- Developed and deployed landing pages and email templates using **HTML/CSS, Drupal and WordPress CMS**.

- Implemented content updates across **staging and production environments**.
- Supported **email campaign staging and deployment**, including Salesforce templates.
- Performed **manual content testing** to ensure accuracy and functionality.
- Coordinated releases and moved CMS changes to production servers.

CMS & DIGITAL SKILLS

Content Management Systems:

Sitecore, AEM, Drupal, WordPress, Hybris, Magento

Web Technologies:

HTML, CSS, XML

Digital & Collaboration Tools:

Jira, DAM, Salesforce Email Studio, SharePoint, ALM, Brightcove

Methodologies:

Agile, Scrum

Content Expertise:

Content Authoring, Page Creation, Localization, Metadata Management, QA Coordination

KEY ACHIEVEMENTS

- **Ace Employee of the Quarter** – for independently managing the Dyson–Flixmedia CMS work
- **Hands On Experience** – Recognized for **on-time CMS delivery** across high-volume campaigns
- Awarded “**Reliable with a Smile**” for consistent performance
- Received **3 SPOT Awards** for quality and ownership

EDUCATION

Bachelor of Engineering – Electronics & Communication Engineering

Annamalai University, Chidambaram

2014 – 2018

LINGUISTIC PROFICIENCY

1. **English** - Professional 2. **Tamil** – Native 3. **Hindi** – Read and Write