

Kamashi Suganya

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Summary

- **Digital Content Management and CMS Operations professional** with 9+ years managing enterprise-scale platforms across **Comcast, NTT DATA, WABCO, and Dell Technologies**.
- Expertise in **Sitecore, Adobe Experience Manager, TYPO3, SharePoint, and WordPress** for large-scale CMS operations, content governance, and multi-channel publishing.
- Skilled in managing **complex CMS architectures**, optimizing content workflows, and ensuring consistent **web and mobile experiences**.
- Adept at **cross-functional collaboration, digital asset management, web analytics integration**, and content lifecycle governance with accessibility compliance.
- Recognized for improving **CMS structures**, reducing manual operations, supporting digital marketing campaigns, and enhancing **user engagement** through structured content delivery.

Experience

Comcast Engineering Center

Chennai, India

Engineer IV – Digital Content Operations (Xfinity Mobile)

May 2025 - Dec 2025

- Led enterprise-scale **digital content publishing for Xfinity Mobile across web & mobile platforms using Sitecore CMS**, maintaining structured CMS architecture, folders, templates, placeholders to ensure accurate product content delivery.
- Supported **digital asset management (DAM) operations**, organizing content libraries, enforcing metadata standards, and enabling streamlined workflows for editors and marketing teams during product launches & promotional campaigns.
- Provided **technical support and operational guidance to content editors**, assisting with CMS publishing workflows, troubleshooting issues, and enabling efficient content lifecycle management across multiple digital channels.
- Optimized **CMS content structures and publishing processes**, reviewing templates and placeholders to minimize repetitive manual tasks and improve operational efficiency in digital content management.
- Ensured **timely and accurate publishing of product updates and marketing campaigns**, contributing to improved content delivery performance, stronger brand visibility, and enhanced user engagement for Xfinity Mobile platforms.

Tefugen Technologies

Chennai, India

Digital Marketing Manager

Jul 2024 - Mar 2025

- Directed **digital marketing strategy and campaign execution**, strengthening the company's online presence, improving brand visibility, and increasing website traffic through targeted digital initiatives.
- Managed **website content operations through CMS platforms**, ensuring landing pages, marketing content, and promotional materials were updated and optimized to support campaign objectives.

NTT DATA

Bengaluru, India

Software Development Specialist – Content Management

Sep 2022 - Nov 2023

- Managed **enterprise website content operations using Sitecore CMS**, structuring content hierarchies, folders, and reusable templates to enable scalable and efficient digital content management.
- Partnered with business stakeholders to **translate functional requirements into structured CMS implementations**, ensuring content updates aligned with marketing objectives and business priorities.

- Optimized **CMS content architecture and template utilization**, reducing repetitive manual updates and enhancing publishing efficiency through structured content design.
- Leveraged **user feedback and content performance insights to prioritize updates**, strengthening content governance, improving organization, and enabling smoother publishing workflows across digital platforms.

WABCO India Limited (Through Klaus IT Solutions)

Chennai, India

Senior Engineer – CMS Operations

Mar 2018 - Aug 2022

- Managed **enterprise website operations using TYPO3 CMS (v6.1)**, maintaining digital content, implementing business requirements, and ensuring consistent and accurate updates across website pages.
- Supported **template development and configuration using PHP and TypoScript**, enabling structured page layouts and ensuring compatibility with the enterprise CMS architecture.
- Implemented and validated **Google Analytics and Google Tag Manager integrations**, ensuring accurate tracking of website performance, user behavior, and digital engagement metrics.
- Delivered **technical enhancements and CMS maintenance**, including JavaScript-based feature implementation, system validation, and ongoing monitoring to ensure optimal website functionality and reliable content display.

Dell Technologies

Chennai, India

IT Enabled Operations Senior Executive – Web Content Operations

Sep 2015 - Apr 2017

- Managed **global product content publishing on dell.com using SharePoint CMS**, maintaining laptop specifications, accessories, privacy policies, and legal documentation across multiple regional websites and digital channels.
- Administered **multi-language and multi-region website content operations**, ensuring accurate translations, consistent product information, and standardized content delivery across international markets.
- Performed **comprehensive content audits and quality validation**, verifying links, product specifications, privacy statements, and terms & conditions across country-specific websites to ensure accuracy and compliance.
- Investigated **CMS publishing and content synchronization issues**, collaborating with cross-functional teams to resolve deployment delays, ensure proper page functionality, and maintain a consistent global user experience.

Education

Institute of Management Technology (IMT)

Ahmedabad, India

Advanced General Management Program

Completed - 2024

V.S.B Engineering College

India

Bachelor of Engineering (Electronics & Communication)

Completed - 2015

Languages

English ●●●○○ C2

Skills

Enterprise CMS Operations, Digital Content Governance, Sitecore CMS Administration, Adobe Experience Manager (AEM), TYPO3 CMS Architecture, SharePoint Web Publishing, Digital Asset Management (DAM), Web Analytics & Tag Management, Content Workflow Optimization, Cross-Functional Stakeholder Collaboration, Digital Marketing Content Enablement, Multi-Region & Multilingual Content Management