

Shruti Jadhav

WEB CONTENT SPECIALIST – Digital Content Publishing, Website & CMS Management

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📍 Toronto

in [LinkedIn](#)

SKILLS

- **Programming Languages:** HTML5, CSS, JavaScript, jQuery to build web interfaces across digital platforms.
- **Libraries & Frameworks:** Bootstrap for creating mobile-first web interfaces with consistent styling, grid systems.
- **Web Development Tools:** WordPress, Adobe Experience Manager, Shopify, and Drupal for scalable site builds.
- **Database Management:** SQL for querying, maintaining, retrieving structured data across content-driven websites.
- **Content Platforms:** CMS operations, digital asset workflows through Adobe DAM and cross-platform integrations.

WORK EXPERIENCE

Web Developer Associate / Digital Standards Advisory

March 2022 – August 2024

Accenture

India

- Administered Adobe Experience Manager workflows, multivariate testing setups, session tracking protocols, and behavioral analytics for over 20 enterprise digital properties, contributing to 42% uplift in unique user engagement.
- Re-architected Digital Asset Management (DAM) taxonomy by optimizing asset tagging, metadata standardization, and indexing across a 5,000+ asset repository, improving discovery rate and design workflow integration by 39%.
- Facilitated and led 15 AODA compliance workshops and WCAG AA training sessions quarterly, while resolving support tickets and accessibility audits, resulting in 51% decrease in recurring compliance violations and remediation efforts.
- Conducted in-depth accessibility evaluations on 100+ web modules using screen reader simulations, contrast checkers, and HTML/CSS accessibility inspections, enhancing policy alignment and achieving a 45% improvement in compliance.
- Built and documented scalable AEM component library consisting of 30+ reusable modules, complete with version histories, authoring instructions, deployment protocols, and accessibility standards—accelerating development by 33%.

Web Analyst

May 2019 – March 2022

ReachLocal Services Pvt Ltd.

India

- Published over 250 web content assets across WordPress and Shopify platforms using CMS workflows, SEO schema integration, sitemap configuration, and canonical link strategy—resulting in a 47% boost in organic click-through rates.
- Diagnosed and resolved 100+ technical anomalies on Shopify sites using JavaScript console logs, checkout behavior analytics, and real-time tag manager debugging, reducing cart abandonment and raising transaction success by 32%.
- Developed and launched 40+ segmented email marketing campaigns using Klaviyo, leveraging UTM parameters, A/B subject testing, heatmap analytics, trigger automation to increase average open rates and user engagement by 58%.
- Executed over 60 CRO-driven A/B tests including layout variations, lead-gen forms, CTA benchmarks, behavioral triggers, funnel analysis, and multivariate tracking—improving conversion flow and reducing bounce rates by 36%.
- Upgraded front-end interfaces through HTML5 semantic enhancements, CSS grid adjustments, JavaScript debugging techniques, and media query optimization—improving mobile responsiveness and reducing UI load time by 29%.

Web Analyst

February 2018 – May 2019

SkyIndya Technology

India

- Executed comprehensive SEO and accessibility audits using industry-standard tools such as Lighthouse, Sitebulb, and WAVE, increasing search visibility and WCAG compliance scores by 47% across a network of 70+ client websites.
- Implemented brand governance protocols through DAM asset lifecycle tracking, standardized taxonomy, naming conventions, metadata tagging, and access controls—reducing asset retrieval time and increasing reusability by 40%.
- Delivered over 30 personalized client training sessions covering HTML5 validation, cross-browser CSS optimization, WordPress theme editing, plugin conflict resolution, and accessibility auditing—lowering client-reported issues by 55%.
- Designed and deployed 45+ fully responsive newsletter templates using media query logic, content grid systems, modular structures, inline styling, and fallback formatting—enhancing email interaction rates and average read time by 34%.
- Engineered over 12 interactive prototypes per quarter using Figma and Adobe XD wireframes, functional modules, and UX testing feedback loops, which shortened development sprints and reduced front-end revision cycles by 37%.

EDUCATION

Bachelor of Engineering – Computer Science

August 2013 – June 2017

University of Mumbai, India

CERTIFICATIONS

- **Klaviyo Product Certificate** – Klaviyo, February 2025
- **Introduction to Figma Certificate** – Simplilearn, January 2025
- **Certified AODA** – OSG, November 2024
- **Amazon Sponsored Ads Certificate** – Amazon, September 2024
- **Apple Search Ads Certificate** – Apple, September 2024
- **Google Ads Display, Measurement & Analytics Certificate** – Google, September 2024
- **Ultimate SEO Training & SEO for WordPress Websites** – Udemy, July 2024
- **Google Digital Marketing: Professional Certificate** – Google, December 2023