

# Svetlana Rubin

WEB CONTENT MANAGER

## Details

Cupertino, California, USA

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## Skills

Adobe Experience Manager (AEM)

WordPress

SEO Optimization

Web Localization

Project Management

Web Design

Collaboration

HTML, CSS

Web Production

Jira, Asana

Adobe Creative Suite

A/B Testing

Corporate Branding

Artificial intelligence (AI) WIX

## Profile

Dynamic Web Producer with extensive expertise in managing high-quality enterprise web projects from concept to launch. Proven proficiency in Adobe Experience Manager (AEM) and WordPress, streamlining content management processes. Adept at optimizing web pages for SEO and accessibility, ensuring seamless user experience across various platforms. Strong collaboration skills foster effective partnerships with cross-functional teams, driving innovative solutions that align with corporate branding.

## Employment History

### Content Manager, Hogarth (For Apple Inc.)

DEC 2024 – DEC 2025

Responsible for daily content management operations, supporting product launches and marketing initiatives using AEM. Collaborate with cross-functional teams, ensuring adherence to communication standards. Coordinate with developers to structure pages. Manage multiple projects in a dynamic environment. Contribute to documentation and training within the CMS team, providing insights for platform evolution. Maintain accountability and attentions to detail while troubleshooting web functionality issues.

- Spearheaded content management for successful product launches.
- Streamlined authoring process through reusable components.
- Translate pages to multiple languages.
- Collaborate with QA to achieve flawless project execution.

### Senior Web Producer, Netskope Inc.

NOV 2021 – JUN 2024

Responsible for Netskope corporate website and intranet. Planned and executed large-scale projects, ensuring timely publication. Translated the corporate site into five languages using Smartling.

- Managed content through WordPress CMS.
- Led rebranding initiatives for the corporate website.
- Conducted regression testing to identify pre-launch issues.
- Optimized web pages for SEO, speed, and accessibility.
- Earned two Innovation Awards for enhancing the corporate website aligned with new branding.

### Senior Web Designer, McAfee/Intel Security

APR 2012 – NOV 2021

Oversaw corporate website, partner portal, and sales portal for McAfee. Spearheaded web experience management, insuring quality assurance and final delivery of web pages. Led rebranding initiative for all web-related materials. Created and launched a multi-persona,

multi-language Partner Portal, managing localization in 14 languages. Optimized web pages for organic search and provided ongoing visual support.

- Earned SPARK Award for Partner Portal Project, enhancing partner content accessibility.
- Streamline communications, facilitating easier partner interactions with McAfee.
- Drove significant changes that fostered collaboration and delivered lasting business value.

## Web Designer, Juniper Networks

APR 2007 – SEPT 2011

Responsible for Juniper corporate website, driving branding and web initiatives. Developed visual designs aligning with corporate identity. Created a comprehensive Web Style Guide and led rebranding of all web-related materials, including HTML emails and newsletters. Redesigned online image library and established Web Advertisement Policies. Supported product launches and manages up to five vendors.

- Delivered new corporate website, enhancing brand consistency.
- Developed a Web Style Guide, standardizing design across platforms.
- Proposed a redesign approach that saved hundreds of thousands in costs.

## Web Designer, ILOG Inc.

OCT 2000 – APR 2007

Designed and maintained corporate websites for ILOG. Oversaw all internal web support and created high-quality interactive demos. Developed marketing materials, including banner ads and HTML emails.

- Spearheaded redesign and implementation of new corporate website aligned with updated identity.
- Produced engaging web content that enhanced user experience and brand visibility.
- Created dynamic marketing assets to increase online engagement.

## Education

Master of Science, Masters Degree in Chemical Engineering

A.A.S. in Multimedia Communications and Presentations

Novell Certified Web Designer and Internet Business Strategist