Vijeth **Shetty**

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SUMMARY

As a seasoned professional, I excel in managing and implementing strategic initiatives for web development, overseeing sub-websites, and leading integrated marketing efforts. My expertise includes monthly analysis using tools like Adobe Analytics, CMS template design for SEO optimization, and the development of scalable link-building strategies. I contribute significantly to critical product launches, ensuring a positive impact on user experiences worldwide. Proficient in resolving technical SEO issues, I deliver weekly reports on SEO performance, oversee social media customer service, and conduct ongoing keyword optimization. My collaborative approach extends to A/B testing, sales enablement, and close coordination with creative and web teams.

EXPERIENCE

Web Experience Content Manager - SEO / Amazon Web Services – New York, New York *02/2022 - Current*

• **Strategic Planning and Execution:** Spearheaded the planning and execution of sub-websites and webpages for AWS, ensuring seamless product integration and impactful global launches.

• **Integrated Marketing:** Directed marketing initiatives aligned with digital trends, UX principles, and digital merchandising best practices, delivering optimized eCommerce customer experiences.

• **Team Leadership:** Managed and mentored a team of 10–12 content specialists, including vendors, fostering collaboration and driving alignment with organizational goals.

• **Data Visualization and Creative Storytelling:** Passionate about bringing products to life through compelling narratives that resonate with diverse audiences. Skilled in leveraging data and metrics to drive improvements, transform insights into action, and optimize SEO, web performance, and user engagement using tools like Tableau, Power BI, QuickSight, and Google Data Studio.

• **Web Analysis and Reporting:** Conducted performance analyses using tools like Adobe Analytics, Google Analytics, Hotjar, Chartbeat and rank tracking, leveraging data to make strategic, informed decisions. Expert in defining and implementing precise metrics and KPIs for various products and pages to enable effective tracking, trend analysis, and data-driven optimization.

• **Content Management and SEO:** Designed CMS templates (AEM, Cosmic, Drupal) optimized for SEO and conversions. Mastery of SEO tools, including SEMRush, seoClarity, Ahrefs, and Screaming Frog, to enhance search visibility and scalability.

• **Workflow and Optimization:** Delivered sales enablement materials tailored for eCommerce platforms. Streamlined workflows with tools like Pivotal Tracker and ServiceNow, while swiftly addressing technical SEO issues such as crawlability and indexability. Implemented A/B testing and keyword optimization to boost performance.

• **Collaboration and Social Engagement:** Partnered with creative teams to develop visually compelling assets. Assisted with social media initiatives to amplify brand engagement and maintain cohesive digital identities.

• **UX and Merchandising Expertise:** Applied a strong understanding of UX design and digital merchandising principles to improve product discoverability, optimize site navigation, and create seamless shopping experiences. Utilized tools like Figma, Miro and Adobe XD for wireframing and design optimization.

Manager for SEO & Web Content / SunPower Corp - Austin, Texas *05/2021 - 02/2022*

- **Content and Team Leadership:** Led a 6-person content and web team to optimize eCommerce websites, aligning with SunPower's renewable energy goals. Created SEO-driven sales enablement materials and integrated marketing strategies to enhance digital engagement.
- **SEO and CMS Expertise:** Implemented scalable link-building strategies and resolved technical SEO issues like architecture, crawlability, and broken links, boosting search rankings. Proficient in SEMrush, Moz Pro, Ahrefs, and Screaming Frog for data-driven optimization. Skilled in managing web content using Drupal, WordPress, and other CMS platforms.
- **Design and Wireframing:** Wireframed and maintained website designs using Figma and Adobe XD, ensuring consistent, visually engaging content. Collaborated with creative teams to deliver engaging web assets and interactive elements.
- **Analytics and Workflow:** Streamlined workflows using Pivotal Tracker and ServiceNow, delivering weekly reports on website metrics, SEO performance, and lead generation to inform strategy.

Web Manager & **SEO / KLA Schools** - Miami, Florida *03/2019 - 05/2021*

- **Strategic Project Management and Methodologies:** Applied Agile and Design Thinking methodologies for streamlined and efficient project completion.
- **Integrated Digital Marketing and Campaign Management:** Developed and executed targeted e-marketing campaigns, ensuring measurable ROI in paid search campaigns. Led end-to-end management of digital marketing campaigns across

multiple platforms, maintaining a consistent and effective online presence. Created and managed editorial calendars, incorporating goals, KPIs, processes, and style guides for cohesive content planning.

- **SEO Optimization and Data-driven Insights:** Monitored the effectiveness of SEO strategies, executed A/B testing, and evaluated marketing campaigns for continuous improvement. Conducted audits of company and competitor websites, performing content and backlink gap analyses to define strategic KPIs. Assisted in generating user-friendly reports with clear data definitions and provided troubleshooting expertise for enhanced campaign performance.

Web Manager & SEO / Action Rentals – Miami, Florida *05/2018 – 03/2019*

- **eCommerce Web Development:** Led website design and optimization for Action Rentals and Bogosse, using Figma and Miro for wireframing. Conducted keyword research and A/B testing to enhance user experience.
- **Content Management and SEO:** Managed content on WordPress and Squarespace, led a team of 2 content producers, and implemented SEO strategies using tools like SEMrush, Screaming Frog, and Google Analytics.
- **Performance Analysis:** Analyzed website performance with Google Analytics, providing insights and refining strategies to improve engagement and sales.

Web Developer & SEO (RA) / Florida International University – Miami, Florida *08/2017 - 05/2018*

- **Web Development and Content Management:** Developed and maintained multiple websites using SharePoint, WordPress, HTML5, CSS3, and AngularJS.
- **SEO Optimization and User Experience:** Optimized websites for enhanced user interaction and efficient resource utilization.

Lead Systems Engineer / Tata Consultancy Services – Mumbai, India *06/2016 - 07/2017*

- **Team Leadership:** Directed a team of 4 in-house and 5 off-site web developers and content administrators, overseeing the development and regular updates for an eCommerce website and blog to ensure smooth content flow and functionality.
- **Quality Assurance and Testing:** Applied extensive expertise in test management and defect tracking while mentoring both offshore and onsite QA teams, ensuring consistent performance and seamless user experiences across the platform.
- **Web Development and SEO Optimization:** Spearheaded web development and content management initiatives for a leading eCommerce website, focusing on robust SEO strategies, functional checkpoints, and performance optimization. Enhanced pages and product listings to achieve higher Search Engine Results Page (SERP) rankings, driving increased visibility and user engagement.

Web Developer / Accenture – Mumbai, India *03/2015 - 07/2016*

- **Web Development & Design:** Led wireframing and CMS template development for a leading car brand's spare parts eCommerce site using Teamsite, SharePoint, and AEM.
- **Content Management & SEO:** Managed content, optimized SEO, and conducted site audits to improve engagement, visibility, and ROI.
- **Team Leadership & Collaboration:** Led a small team of 2 quality analysts and graphic designers, while collaborating with clients and using JIRA for task tracking.

Web Analyst / Eclerx – Mumbai, India *02/2014 - 03/2015*

- **Website Maintenance & Development:** Led content management and web design for one of the leading computer and laptop manufacturer's eCommerce websites, using tools like Eclipse, SharePoint, CMS MOSS, and StromWare.
- **Quality Assurance & SEO:** Developed detailed test cases for cross-browser, cross-platform, and cross-device compatibility. Conducted keyword research and optimized Meta tags for better SEO performance.
- **Proactive Learning & Digital Marketing:** Actively pursued challenging projects to further enhance skills in programming, SEO, and digital marketing.

SKILLS

- **Web Management and CMS:** SharePoint**,** Drupal, Adobe Experience Manager, TeamSite, WordPress, Shopify, Squarespace, HTML5, CSS, JavaScript, jQuery, Angular JS, Bootstrap, Figma, Google AdWords, Facebook Ads, LinkedIn Ads, SQL.
- **SEO /SEM and Web Analytics**: SEMrush, Moz Pro, Ahrefs, Screaming frog, Spyfu, SEO Clarity, Google search console, Adobe Analytics, Google Analytics, Tableau, Microsoft Power BI, QuickSight
- **Project management Tools**: Jira, Asana, Pivotal Tracker, ServiceNow, GitHub, Microsoft Project (MSP), HubSpot, Salesforce, MailChimp.

EDUCATION AND TRAINING

Florida International University, Miami, FL – 3.91

Master's in Management in Information Systems (8/2017 – 10/2018)

Visvesvaraya Technological University, Mangalore, India – 3.56

Bachelor of Engineering in Information Science (8/2009 – 4/2013)

Mumbai University, Mumbai, India – 3.5
Higher Secondary Certificate (6/2007 – 9/2009)