Abir Zahabi

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Objective

Employment that fully utilizes my diverse business experience in WebSite Content Management, Design and Development which offers the opportunity for career advancement along with the further expansion of IT skills.

Summary

* Possess sound knowledge of web usability and information architecture
* Extensive knowledge of content management and metrics analysis
* Comprehensive knowledge of Adobe Illustrator, Dreamweaver Photoshop and Paint Shop
* Sound knowledge of XHTML, Flash, XML-based web applications and programming
* Comprehensive knowledge of web development software tools and technologies
* Good communicator with excellent project management and organizational skills
* Agile/Scrum
* Content Troubleshooting

Qualifications

* Managing, creating, updating and maintaining multiple web sites • Web Programming, script installations
* Web Migration
* Content management Systems
* Web editing and content placement
* Designing graphics, logos and animation for web sites • Ability to work under pressure, and to consistently deliver project on time.
* Excellent communications skills.

Technical Skills

* CMS Programs: Oracle UCM, Adobe AEM, Teamsite, Documentum.
* Programming—HTML, Java Script, CGI, DHTML, CSS, SSI
* Design Applications—Macromedia Dreamweaver, Adobe Photoshop; familiarity with Adobe GoLive, Microsoft FrontPage, Macromedia Flash
* Software Tools – Jira, BMC-remedy, Confluence
* Operating Systems—Windows , MAC

Computer Languages

* C, C++, Java, Vbscript, Javascript, and Mysql

Web Design Skills

* Expert in Photoshop, Illustrator, And Fireworks
* Expert in MS office tools (Ms Word, Excel, and Power Point)
* Can design websites using Flash software.
* Designing Banners and the whole web pages using Dreamweaver as well as writing HTML by hand.

Work Experience

***Technical Project Manager – Hogarth worldwide March 2020 – Present (contract)***

* Owned the content management approach to workflow and toolsets
	+ Worked with the Content Manager and producer teams to identify gaps in workflow and toolsets
	+ Made recommendations for improvements to workflow and toolsets, with the goal of ensuring the quilt of deliverables to client.
	+ Worked across functional stakeholder groups to define use case, functional requirements, and enhancements for content management platforms.
	+ Managed builds for content management platforms, including testing and training other team members.
	+ Acted as a source of truth for the content management team with regard to process, workflow, systems and tools
	+ Create documentation and training materials for assigned CMS and publishing platforms.
	+ Worked with the content management and developer teams to standardize page structure and agree upon project approaches.
	+ Maintained complete understanding of complexities of CMS and other internal tools
* Troubleshoot system issues as part of the first line of defense
* Contributed to the evaluation of internal platforms and process by providing feedback on toolsets, UI, best practices, and workflow optimization
* Initiated documentation on applicable projects including crating new documentation updating old documentation, organizing the team projects.
* Collaborate cross-functionally with internal and external teams

***CMS Architecture – Kaiser Permanente 2017 – May 2019***

* Create authoring requirements (i.e. functional specs) during the website design process. Add authoring requirements to UX designs comps and component designs
* Collaborate with APO’s and designers to write authoring requirements (acceptance criteria) for user stories and accept those users stories when development is complete.
* Evaluate existing component library and recommend improvements to authoring experience
* Create standards for authoring including: authoring dialogues, component names, component groups and template names—especially with AEM TouchUI-- for developers and agile product owners to use during development
* Train authors on completed components and develop training materials and documentation for continued support
* Train and educate other business partners—APO’s, PdM’s—on AEM architecture and process
* Collaborate with Agile developers to arrange knowledge transfer sessions for completed AEM components
* Perform acceptance testing on components and authoring experience
* Identify bugs or issues in components and authoring experience, communicate to development teams and work to achieve resolution

***Sr Web Producer - Digital Experience - Symantec 2013 - 2016***

• Conduct content and image asset entry in Teamsite Content Management System for new and existing content requests and ensure on time delivery.

• Reviewed, prepared, and migrated content between CMS platforms

• Classified, tagged and tested content once migrated

• Helped in developing the migration project plans by defining and documenting workflows and processes.

• Edit and update content in Adobe AEM Content Management System.

• Plan and execute product launches for Symantec Partners.

• Collaborate with Content Stakeholders, Copywriters, and Web Developers to ensure completion of projects.

• Analyzing and processing requests in an Agile team.

• Worked on Migration of Symantec Partner site from Oracle UCM to Adobe AEM system.

• Troubleshooting of complex content bugs and online store issues.

• Edit HTML in content management system.

• Coached co-workers

• Work with Developers to edit and fix CSS and code issues.

• Work with localized content and update regional online sites.

• Perform quality assurance of all work being done.

• Understand the content landscape across the e-commerce platforms, and assists in coordinating activities with regional as well as other cross-functional teams.

• Managing internal sites at major Fortune 500 companies.

• Handled product launches and other web initiatives for the global symantec.com company site. • Processed content localization for over 25 countries on Symantec.com.

• Worked successfully within Agile Scrum and Kanban teams to achieve business objectives.

***Web Publisher - Symantec 2012 - 2013***

● Execute global projects for Symantec's partners' portal, PartnerNet and symantec.com/partners.

● Played an important role of Symantec Partnernet Migration site from teamsite to Oracle UCM. ● Manage web production, publish content and coordinate with the localization team.

● Partner with IT for development projects related to site changes.

● Stay on top of web projects & requests and manage stakeholder expectations.

***Web Developer/ Web Publisher Cisco - 2010 – 2012***

* Worked with the web marketing team to launch the new Collaboration, Data Center and Borderless Networks sites on Cisco.com
* Participated in developing and re-design the sites for the product category pages.
* Developed multiple web, content production and customer campaign projects for the web Marketing sites.

***Project Manager/Coordinator - Cisco 2007 – 2009***

* Management of multiple web, content production and customer campaign projects for the web Marketing sites
* Managed production, user interface design, usability testing, and editing of InDepth – an internal website tool to be used in Cisco CEC sites
* Intranet/ Documentum Content Publisher
* Published HTML marketing pages on Cisco.com website using Documentum, Interwoven Teamsite content management systems.
* Managed web marketing cases with Remedy using system.
* Manages and ensured prompt case resolution time to maintain support level agreements with web marketing clients. • Trained colleagues on new Documentum publishing processes.
* Published HTML pages on Cisco CEC Intranet site including the following areas on CEC: Commercial Marketing, Service Provider Marketing, Corporate Marketing, and WWChannels.
* Published HTML pages on CEC Intranet site using Web Updater II.

**Previous Work Experience**

***Web Developer - Shuf.com 2000-2002***

* Design, develop and implement the Shuf Drive which let users upload, delete, and edit files to Shuf.com
* Develop My Web page section which used javascript to build web pages using wizard system. • Designed some marketing flyers and banners using photoshop and Fireworks.
* Managed and developed the shuf Drive section using Vbscript, asp, and MySql program.
* Create, manage and maintain company Internet and Intranet sites, with key responsibility for creation of web content
* In-depth experience applying graphic design principles to produce creative, innovative and professional websites • Cutting-edge technical knowledge of HTML programming
* Responsible for quality assurance of all web design projects, including web usability, accessibility, testing and debugging
* Image creation, optimization and manipulation • Write, edit and proofread a variety of documents; plan and prepare articles for online dissemination • An ability to meet deadlines
* Excellent planning and consulting skills developed from extensive work with customers and team members on a variety of challenging projects

Education

* BA in Civil Engineering, Aleppo University, Syria.
* Programming C certificate 2005, De Anza College
* System programming certificate 2006, De Anza College
* Java programming Classes, De Anza College