

# AARON MENDONSA

## DATE OF BIRTH:

30 JULY 1984

## CONTACT DETAILS

🏠 Gunjur, Bangalore,  
560087.

✉️ aaronuow@gmail.com

☎️ +91-961-924-6838

## EDUCATION

### B. COMM. - MARKETING

University of Wollongong in  
Dubai (UOWD)  
2006

### MASTERS OF MARKETING

University of Western Australia  
(UWA)  
2009

## CERTIFICATION:

### PYTHON FULL STACK WEB

#### DEVELOPER

Rajesh Patkar institute of  
software engineering, Mumbai  
2019

### CISCO CERTIFIED NETWORK

#### ASSOCIATE (CCNA)

NIIT Mumbai  
2012

## SKILLS:

AEM	★★★★★
MS OFFICE	★★★★★
PYTHON	★★★
DREAMWEAVER	★★★★
PUBLIC SPEAKING	★★★★★
PEOPLE SKILLS	★★★★★
TEAM PLAYER	★★★★★

I am an accomplished digital content professional with extensive expertise in web publishing, specializing in Adobe Experience Manager (AEM) and web accessibility standards (ADA WCAG). Known for delivering high-quality, user-centric content in fast-paced environments, I have a proven ability to manage complex projects while driving operational efficiency. I excel in cross-functional collaboration and am driven by a passion for continuous learning and strategic contribution to organizational success.

## Work Experience

### JP Morgan Chase & Co. – Bangalore, India. Feb 2015 to Present

#### Senior Digital Content Web Publisher – Chase Digital. 2021 – Present

- Led the development and deployment of 1000+ articles and stories in Adobe Experience Manager (AEM) on the Chase.com public platform, ensuring full compliance with ADA WCAG accessibility standards.
- Solely responsible for the successful build and ongoing maintenance of "[The Know](#)" public portal on Chase.com and [Educational Centre](#) articles using AEM.
- Maintained high-quality standards and operational efficiency, ensuring all content met rigorous execution benchmarks.

#### Digital Web Publisher and AdOps AEM Ad Builder. 2020 – 2021

- Created and published dynamic web content and stories for the [JPMorganChase pages](#) in AEM.
- Developed marketing and operational [digital ads](#) like banner ads for the AdOps department using AEM.
- Spearheaded a customer ad-blocker remediation project, removing trigger words from 1000+ ad URLs to improve customer experience.
- Generated detailed weekly and monthly performance reports to track content success and engagement.

#### Online Content Publisher. 2017 – 2020

- Published and updated procedural guidelines on Chase Answers for internal employees, ensuring accurate and timely information dissemination.
- Performed rigorous quality checks on HTML code before publication to ensure content integrity.
- Served as Team Compliance and Controls Officer, ensuring adherence to regulatory requirements.

#### Senior Operations Specialist – Chase New Customer Engagement. 2015 – 2017

- Managed key functions in customer KYC verification through direct interactions.
- Conducted in-depth analysis of customer credit reports and credit exposure, helping determine creditworthiness and risk.

### Tata Consultancy Services – Mumbai, India. 2013 to 2015

#### Senior Process Associate

- Oversaw telecom device activations for Telstra, ensuring swift and accurate service.
- Collaborated with Australian telecom technicians to diagnose issues and provide efficient resolutions.