Aditya Raj Singh
Marketing Operations

Address: Bengaluru, Karnataka | **Date of Birth:** 02-11-2001 | **Phone:** +91 8427639222
LinkedIn: adityar-singh | **Email:** hello@adityarsingh.in | **Website:** adityarsingh.in

Skills

Tools : AEM , Adobe Marketo , Adobe Analytics , Adobe Marketo , WordPress , Writer AI , Clearsope
Cloud : Akamai Cloud , Oracle Cloud
Core Competencies : Cross functional workflow management , SEO , Digital Marketing ,Prompting
Languages : Python

Experience

Akamai Technologies | Web Content Publisher   *Bengaluru | 07-2024 - Current*

- Supported the maintenance of akamai.com and linode.com in 9 languages across over 10,000 pages through cross-team collaboration.
- Managed end-to-end processes for major report and product launches, including landing page creation, automation setup, and coordinating with various teams to ensure timely asset deployment.
- Led end-to-end project management for Glossary page production, overseeing **programmatic content creation**, QA, and final publishing workflows.
- Developed and deployed multiple **AI agents** using Writer AI to streamline operations and enhance efficiency in programmatic content production.
- Contributed to a quarterly website performance report focused on content health, DAM (Digital Asset Management) optimization, and actionable insights for continuous improvement.

Akamai Technologies | Web Content Publisher Intern   *Bengaluru | 01-2024 - 07-2024*

- Managed SOTI report release on Akamai.com (landing pages, promos, cross-functional collaboration).
- Led DAM system management (AEM): removed unused content, developed workflows, generated reports, oversaw integration.
- Trained on Marketo : set up landing pages, configured tactics in **Marketo and Salesforce**, supported automation initiatives.

Education

Master of Business Administration | LPU   *Phagwara | Aug 2022 - Jun 2024*
Specialization: Marketing and Business Analytics | CGPA:8.5

Bachelors of Computer Application (Hons.) | LPU   *Phagwara | Aug 2018 - Jun - 2021*
CGPA:7.8

Certification

No Code AI agents | Writer   *June 2025*

Akamai Cloud Computing Foundations Certification | Akamai   *Feb 2025*

Business Analytics | IBM   *Dec 2023*

Digital Marketing | Hubspot   *Sep 2023*