

Sumi Subramanian

Digital Design Specialist • Brand & Web Content • Sitefinity CMS • Multimedia Publishing

sumidearus@gmail.com • linkedin.com/in/sumi-subramanian • nothingstopssumi.com

PROFESSIONAL SUMMARY

Digital design and communications specialist with 6+ years of IT experience, including 4+ years leading the design, layout, and publishing of 3,000+ public-facing pages for TVA.com within Sitefinity CMS. Translates design concepts into responsive, on-brand pages using HTML5, CSS3, JavaScript, and Adobe Creative Suite, while maintaining rigorous WCAG 2.1 / Section 508 QA discipline raising TVA.com's accessibility score from 74 to 90+ and QA score from 86.8 to 94.7, both exceeding government benchmarks, and earning Siteimprove Super User 2024 (Top 5% globally). Primary point of contact for internal business-unit stakeholders, with a strong track record of team training and documentation in a federal, governed environment.

PROFESSIONAL EXPERIENCE

Digital Communications Consultant

(Contractor) 2022 – Present

[Tennessee Valley Authority \(TVA\)](#) — [Knoxville, TN \(Remote\)](#)

- Administer the CMS for 3,000+ public-facing TVA.com pages within Sitefinity, handling ~90% of the communications team's monthly digital workload and 3,500+ total requests since April 2022, while serving as the primary point of contact for internal business-unit stakeholders.
- Build new pages and redesign existing ones using HTML/CSS/JavaScript inside Sitefinity CMS updating content and refreshing page layouts to align with TVA's evolving brand standards, while delivering cross-browser-tested, responsive pages that meet federal accessibility requirements.
- Coordinate with TVA's video production team to publish and manage Brightcove video content across TVA.com verifying closed-caption accessibility compliance and reporting on view metrics to inform content strategy.
- Raised TVA.com accessibility score from 74 to 90+ and QA score from 86.8 to 94.7, both exceeding the government industry benchmark, through systematic WCAG 2.1 / Section 508 pre-publication checks; earned Siteimprove Super User 2024 (Top 5% globally).
- Track and report service metrics against internal client KPIs, maintaining zero-error delivery on Board of Directors digital communications and executive web deliverables across four annual reporting cycles.
- Apply SEO best practices across all TVA.com page builds, optimizing page titles, metadata descriptions, heading hierarchy, URL structures, and image alt text to improve search visibility and align with federal digital content standards.
- Delivered 200+ email campaigns across 13 newsletter programs via Mailchimp, maintaining brand standards and on-time delivery across four consecutive years.
- Built content governance frameworks including pre-publication WCAG 2.1 / Section 508 checks, QA gates, and content review calendars serving TVA business units.
- Contributed to TVA Today intranet (SharePoint) QA, troubleshooting, review, and publishing for internal announcements and leadership communications.
- Integrated Microsoft Copilot into daily workflows to speed up drafting and QA, maintaining full human editorial review before every publication.
- Created user documentation and training guides for TVA.com publishing, WebDAM digital asset management, and SharePoint; upskilled team members and reduced repeat support requests.

Founder & Owner

2016 – Present

Sumi's Own Skincare Products — Greer, SC

- Founded and operates a women-owned skincare business; manages product development, e-commerce, digital marketing, customer service, and all online communications independently.

Quality Assurance Analyst

2018 – 2019

VSocialize Solutions Pvt. Ltd.

- Executed functional and non-functional testing in Agile environments using ALM, Jira, and SQL for defect tracking and database validation.
- Collaborated with developers and product owners in sprint ceremonies to improve delivery quality and resolve production issues.
- Developed test cases, defect reports, and status updates across the full QA lifecycle.

Lead Teacher

2017

Sunshine House Early Learning Academy — Greer, SC

- Led classroom instruction and curriculum planning for early learners; developed communication, documentation, and organizational skills transferable to digital communications.

TECHNICAL SKILLS

CMS & Publishing	Sitefinity CMS, SharePoint, WebDAM, Brightcove (publishing, captioning QA, view analytics), Wufoo
Accessibility	WCAG 2.1, Section 508, ARIA, Screen Reader Testing, Keyboard Nav, Siteimprove, Federal Web Compliance
Development	HTML5, CSS3, JavaScript, Bootstrap, jQuery, Responsive Design, Cross-Browser Compatibility, UX/UI Design Principles
Email & Analytics	Mailchimp, Google Analytics, Microsoft Clarity, Siteimprove Reports, SEO
QA & Testing	CTFL (ISTQB), ALM, Jira, Oracle/SQL, UAT, Agile/Scrum
AI & Productivity	Claude, ChatGPT, Microsoft Copilot, Prompt Engineering, Workflow Automation
Tools	Adobe Creative Suite, Microsoft Office, VS Code, Git/Version Control, Browser DevTools & Debugging, Windows, macOS, Linux

CERTIFICATIONS

WAI0.1x: Introduction to Web Accessibility	<i>edX / W3C WAI</i>
CTFL: Certified Tester Foundation Level	<i>ISTQB</i>
Certified Scrum Master (CSM)	<i>Scrum Alliance</i>
Siteimprove Super User 2024	<i>Top 5% Globally</i>

EDUCATION

Master of Arts, English Literature — Bharathidasan University, India

VOLUNTEER & COMMUNITY

Rare Disease Advocacy • NSDA Tournament Judge • Salvation Army Volunteer • Teacher Assistant