

Sumi Subramanian

Digital Communications Consultant

Four years of consistent delivery, measurable impact, and deep institutional knowledge.



3,500+

web requests
completed

200+

newsletters
sent since 2022

Top 5%

Siteimprove
Super User 2024

86.8→94.7

TVA.com QA
score improvement



I'm a digital communications professional who has spent four years embedded in TVA's web operations — managing content, improving accessibility, and supporting major initiatives.

This portfolio documents the work I've done as a contractor. It's also my case for why I'm ready for more — I know the systems, the stakeholders, and the standards. I'm ready to take on expanded responsibility.

CORE COMPETENCIES

- Content Management & Publishing (Sitefinity CMS)
- Website QA & Accessibility (Siteimprove)
- HTML, CSS, JavaScript & Bootstrap
- Email Marketing (Mailchimp)
- Digital Asset Management (WebDAM)
- Video Management (Brightcove)
- Google Analytics & Reporting
- AI-Assisted Development
- Board Meeting Digital Support
- Cross-functional Collaboration

WHAT I BRING TO THIS ROLE

No Ramp-Up Required

I've been doing this work for four years. I already know TVA's systems, standards, and stakeholders. Day one looks like day 1,000.

A Proven Track Record

3,500+ web requests completed. Roughly 90% of my team's total workload, handled consistently over four years.

Real, Measurable Impact

QA score 86.8→94.7 — exceeding the government benchmark.
Accessibility score up from 74 to 90+.

Readiness to Lead

Training materials, documentation, high-visibility Board meeting support, and scope well beyond my original role.

Numbers tell part of the story. Here's what four years of consistent work looks like.

3,500+

Web requests completed since April 2022

Every request represents a content update, enhancement, or issue resolved for a TVA business unit or stakeholder — reflecting consistent output over four years.

~90%

Of all team web requests handled independently

Working alongside one other team member, I've consistently taken on the majority of incoming requests, demonstrating both capacity and reliability.

86.8→94.7

TVA.com QA score improvement

Through ongoing Siteimprove audits, issue remediation, and cross-team coordination, TVA.com now exceeds the government industry benchmark.

74→90+

Accessibility score improvement

Systematically identifying and resolving accessibility issues across TVA.com has measurably improved compliance and user experience.

200+

Newsletters sent since 2022

Across 13 distinct Mailchimp newsletters serving different TVA programs and regions, designed, built, and deployed consistently.

Top 5%

Siteimprove Super User recognition — 2024

Ranked among the top 5% of all Siteimprove users globally, reflecting advanced platform expertise and effective governance.

Sitefinity CMS has been the backbone of my daily work at TVA. Over four years I've built, maintained, and published content across nearly every corner of TVA.com — from program pages to time-sensitive news and regulatory content.

This isn't just publishing. It means translating business unit needs into well-structured pages, and ensuring everything meets TVA's standards for quality and accessibility before going live.

KEY RESPONSIBILITIES

- Managed and published content across TVA.com for programs including TVA Fun, Transmission Projects, NEPA Reviews, and Aquatic Weeds
- Configured page templates, content blocks, navigation, and layouts
- Applied HTML, CSS, and Bootstrap to enhance functionality and UX
- Conducted QA testing, accessibility reviews, and content validation before every publish
- Supported redesigns, content migrations, and new feature rollouts
- Collaborated with business units to gather requirements and resolve issues

CONTENT TYPES MANAGED

News Articles	Press Releases
Land Action	Events
NEPA Reviews	Aquatic Weeds
Reservoir Pages	Boone News
Trails	Transmission Projects
TVAFun	Wetlands
Brightcove Videos	Wufoo Forms
Documents	Social Links
Homepage Hero	Boilerplate

94.7

+7.9 points

Quality Assurance Score
Exceeds government industry benchmark

90+

+16 points

Accessibility Score
Improved compliance & user experience

These scores didn't improve by accident. I used Siteimprove daily — not just as a monitoring tool, but as a governance system. That meant triaging issues by impact, partnering with content owners across business units to implement fixes, and following through until issues were actually resolved.

When Siteimprove flagged platform-level false positives, I escalated directly to their support team and coordinated troubleshooting. That kind of vendor coordination is part of what earned Super User recognition in 2024 — top 5% of Siteimprove users globally.

APPROACH

- Daily monitoring of QA, accessibility, SEO, and broken links
- Issue triage and prioritization by business impact
- Direct coordination with content owners across TVA.com
- Vendor escalation for platform-level issues
- Documentation and tracking of remediation progress
- Ongoing reporting on site health and trends

The redesign introduced member photos, better content organization, and clearer hierarchy — making the page work better for the wide range of audiences who visit it.

- Added member photos for immediate visual ID
- Reorganized content into scannable sections
- Improved accessibility and readability
- Reduced cognitive load with better hierarchy
- Made governance resources easier to find



7 of 13

The redesign focused on clarity: organizing content into categories, establishing visual hierarchy, and surfacing key resources so visitors could find what they needed faster.

- Organized links into clear, logical categories
- Improved visual hierarchy throughout the page
- Highlighted key resources and documents
- Reduced excessive scrolling
- Made NEPA projects easier to locate

AFTER



Board meeting support is some of the most high-stakes work on the team. There's no room for error, the deadlines are firm, and the audience — TVA's board, executives, investors, and the public — expects everything to work perfectly.

I've supported TVA Board meetings from a digital communications standpoint: coordinating the full lifecycle from pre-event prep through live readiness and post-event archiving.

This work required expertise across content publishing, form management, event coordination, and multi-team communication — often simultaneously, under deadline pressure.

SCOPE OF SUPPORT

Pre-event

Agendas, press releases, Wufoo form setup, livestream staging, cross-team review

Live event

Real-time readiness monitoring, immediate updates, livestream support

Post-event

Publishing minutes & resolutions, archiving materials, final cleanup

Why this matters for the next role Board meeting support demands the precision, coordination, and accountability that defines higher-responsibility roles. I've been doing it successfully for four years.

200+

newsletters
sent since 2022

Across 13 distinct Mailchimp newsletters I've designed, built, and deployed email communications for a wide range of TVA programs and regional audiences — managing subscriber lists, building campaigns, and coordinating content and schedules with program teams.

When platform issues came up, I coordinated directly with Mailchimp's support team to investigate and resolve them, keeping communications on track.

NEWSLETTERS MANAGED

Stakeholder Relations

Innovation & Research

South Region

West Region

Southwest Region

Water Monitoring

Robotics

River Neighbors

Connected Communities

Crewlog

Regional Dam Safety Initiative

Green Switch

Powerhouse

RESPONSIBILITIES

- Campaign design and build from scratch in Mailchimp
- Subscriber list management and segmentation
- Content coordination with program and regional teams
- Scheduling, testing, and deployment
- Analytics monitoring and performance review
- Troubleshooting and vendor support coordination

I've developed practical skills in working with AI-assisted tools to get real work done faster and better — not as a novelty, but as a disciplined part of my workflow.

This has meant accelerating page builds and code updates across TVA.com projects, improving content quality, and troubleshooting accessibility issues more efficiently — while making sure every output is evaluated carefully against TVA's branding standards and requirements before anything goes live.

The skill isn't just knowing how to use these tools. It's knowing how to brief them effectively, evaluate what comes back critically, refine the output, and take full ownership of the result.

PROJECTS ACCELERATED

- TVA Trails — page development and content structure
- Aquatic Plant Identification — layout and interactive elements
- Lake Level pages — template updates and data display
- Local Power Company partner pages — HTML and CSS builds
- Content drafting, accessibility reviews, and issue troubleshooting

A DISCIPLINED WORKFLOW

1

Brief

Define the task clearly

2

Generate

Use AI to produce a draft

3

Evaluate

Review against TVA standards

4

Refine

Edit, correct, improve

5

Publish

Own the final result

A working knowledge of these platforms — not just familiarity, but day-to-day operational expertise.

Sitefinity CMS

- Content publishing
- Page templates
- Navigation config
- Content blocks

Siteimprove

- QA monitoring
- Accessibility audits
- SEO & broken links
- Super User 2024

Mailchimp

- Newsletter campaigns
- List management
- Analytics
- Vendor support

WebDAM

- Digital asset mgmt
- Metadata strategy
- User training
- Asset distribution

Brightcove

- Video upload & mgmt
- Embed & publishing
- Analytics
- Troubleshooting

Wufoo

- Form creation
- Workflow automation
- Data collection
- Issue intake

Google Analytics

- Traffic analysis
- User behavior
- Page performance
- Campaign tracking

SharePoint

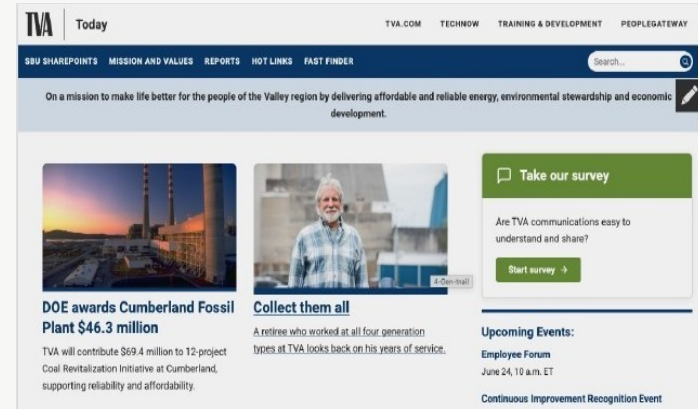
- Content management
- Internal comms
- Team collaboration
- Page maintenance

Beyond the public-facing TVA.com, I've also supported internal communications and SharePoint — keeping TVA Today content current, maintaining Employee and Leadership Development pages, and helping teams with content requests across internal platforms.

This included publishing event information, managing Value Ad approvals, and providing analytics and performance insights to content owners across the organization.

RESPONSIBILITIES

- Updated and maintained TVA Today — homepage features, stories, announcements, and events
- Assisted with header, footer, and page template updates across internal sites
- Managed content updates and edits within SharePoint
- Supported Employee & Leadership Development pages with content and maintenance
- Published and maintained event information and internal communications content
- Provided analytics and performance insights for stories and pages
- Supported the approval and publishing of Value Ads
- Assisted teams with content requests and internal communication updates



READY FOR WHAT'S NEXT

Four years of consistent delivery. Deep institutional knowledge. Ready to lead.

This portfolio documents what I've built, improved, and contributed as a contractor at TVA. It's also my case for why this next step makes sense — not as an outside hire who needs time to get up to speed, but as someone who is already doing the work and ready for more.

I know the work

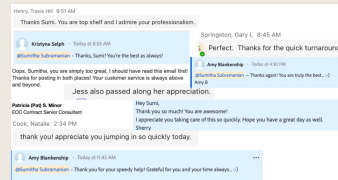
No ramp-up needed. Already doing it.

I deliver results

3,500+ requests. Real, measurable impact.

I'm ready for more

Prepared by four years of growing scope.



Still not convinced?
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