OKSANA GARAFOLO

Digital Content Strategy | Enterprise Web Experience | Adobe Experience Manager

Enterprise digital experience professional with 15+ years of experience delivering customer-facing digital experiences, content operations, and enterprise publishing initiatives across global organizations. Skilled in Adobe Experience Manager, content supply chain processes, stakeholder engagement, and cross-functional digital collaboration. Experienced translating business requirements into scalable, compliant, and user-centered digital experiences that improve operational efficiency and support business objectives.

ogportfolio.com

862-452-7985

ogarafolo@gmail.com

Freeport, FL

EXPERIENCE

Digital Experience Consultant, AI Site PRO

Aug 2025 - Present

- Guided end-to-end project execution including website strategy, content structure, UX optimization, and design implementation for small businesses and entrepreneurial brands.
- Advised clients on digital experience, website strategy, SEO, and conversion optimization recommendations designed to improve customer engagement and business growth.
- Leveraged AI-assisted tools and workflow automation to streamline website planning, content creation, and digital delivery processes.

Senior Digital Production Specialist, Bristol Myers Squibb

Nov 2019 - Jul 2025

- Leveraged Adobe Experience Manager to build, publish, and maintain content across global customer-facing and internal digital platforms using enterprise templates, components, and publishing workflows.
- Supported the content publishing process from planning and design through stakeholder reviews, localization, User Acceptance Testing (UAT), quality assurance, publishing, and global deployment across multiple markets.
- Executed multilingual website launches, migrations, rebrands, and content publishing initiatives across 50+ global markets within enterprise CMS environments.
- Collaborated closely with business stakeholders, content owners, UX designers, developers, QA teams, legal and compliance teams, accessibility (ADA) specialists, global affiliates, and agency partners to deliver digital initiatives within enterprise timelines.
- Utilized Figma to prepare and refine page templates, reusable UX components, and responsive layouts, collaborating with UX and development teams to translate design requirements into scalable AEM web experiences.
- Ensured digital content met publishing standards, WCAG accessibility requirements, and quality expectations across regulated healthcare websites by implementing documented ADA requirements and validating accessibility-related deliverables during QA activities.
- Helped improve collaboration between global teams by creating publishing guides and supporting standardized content publishing processes and authoring documentation.

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STRENGTHS

- Enterprise Digital Experience
- Content Strategy & Operations
- Adobe Experience Manager (AEM)
- Web Governance & Publishing
- Design Systems & Digital Components
- UX/UI & Web Experience Design
- Website Launches & Migrations
- Responsive Web Design & SEO
- WCAG 2.1/2.2 Accessibility Standards
- Cross-Functional Collaboration
- Knowledge Management & Documentaiton

TOOLS

- Adobe Experience Manager (AEM), WordPress, Shopify
- Adobe Creative Cloud
- Figma Component Libraries & UX/UI Design Tools
- HTML/CSS & JavaScript
- Adobe & Google Analytics, SEO
- Jira, Notion, Confluence
- ChatGPT, Claude, Gemini & Grok
- APIs & AI Workflow Automation
- Make.com, Replit & OpenClaw

EDUCATION

Rutgers University

Bachelor of Information Systems

1998 - 2003

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(continued)

Global Website Producer, Celgene Corporation
Feb 2018 - Nov 2019

- Managed 33 global corporate websites across multiple markets and vendors, supporting business objectives and ensuring consistency across enterprise digital experiences.
- Built and published advocacy and healthcare professional-focused websites using enterprise templates, content standards, and digital publishing workflows.
- Collaborated with business stakeholders, content teams, developers, and agency partners to deliver website updates, launches, and digital initiatives across global markets.
- Created and maintained publishing guides that improved collaboration, knowledge transfer, and publishing efficiencies between global teams and agency partners.
- Supported digital initiatives that enabled business stakeholders to manage and maintain website content more efficiently while adhering to brand and regulatory requirements.
- Helped improve operational efficiencies by supporting scalable publishing processes and standardized website management practices across corporate web properties.

Web Designer & Digital Consultant, JONA Group
May 2010 - Feb 2018

- Led discovery through deployment for multiple SMB web engagements using WordPress, Shopify, and Squarespace.
- Advised clients on UX, SEO, and conversion optimization strategies.
- Created and optimized website layouts and digital assets using Adobe Creative Cloud, supporting responsive, brand-consistent customer experiences.

Senior Adobe LiveCycle Consultant, SmartDoc Technologies
Jan 2006 – May 2010

- Delivered enterprise Adobe LiveCycle ES solutions for Fortune 500 clients including Adobe, Merrill Lynch, MetLife, Citigroup, L'Oréal, and PNC Bank.
- Partnered with Adobe and enterprise clients to gather business requirements and support large-scale document publishing and digital workflow initiatives.
- Designed and developed dynamic, accessible, and compliant Adobe LiveCycle forms and enterprise document experiences.
- Served as lead JavaScript developer on multiple enterprise implementations, translating client requirements into scalable Adobe solutions.
- Participated in client-facing meetings and Adobe implementation projects, helping communicate technical capabilities and business value to both technical and non-technical stakeholders.
- Helped streamline enterprise document workflows and improve operational efficiencies through scalable digital publishing solutions.

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