

Yeiry Arce Castellón

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Professional Summary

Digital Content & Web Operations Specialist with 8+ years of experience managing enterprise CMS ecosystems across healthcare and global brands. Experienced in supporting end-to-end content updates during production release cycles, coordinating pre-deployment validation, and participating in go-live and post-release verification processes. Strong background in AEM-based publishing, workflow management, versioning, reusable component structures, and template-based architectures. Collaborating with engineering, QA, stakeholder while independently conducting UAT, defect triage, governance, and documentation to ensure high-quality digital releases.

Core Competencies

- **Web Content Management:** (AEM, Sitecore, Wordpress)
- **Development:** HTML, CSS, Bootstrap, Tailwind, JavaScript, Basic Front-End Scripting (GSAP, React, Next JS, TS)
- **SEO:** Google Analytics, Google Tag, Google Search Console
- **Accessibility & Performance Optimization**
- **Team Collaboration, Documentation, Training**
- **Graphic Design:** UX/UI, Adobe Creative Suite, Figma
- **Marketing tools:** Meta, Google Ads, Mailchimp, HubSpot y SFDC

Professional Experience

• Recent Contract Projects – DEPT Agency | 2026

- Supported enterprise CMS migration initiatives for Ryan.com, transitioning structured content from Sitecore to Contentful
- Built web pages based on approved Figma templates, ensuring layout consistency and scalable content implementation
- Contributed to documentation processes, UAT validation, and QA workflows during a 500+ page migration project

• Senior Web Content Publisher – PGD | 2024 - 2025 | Johnson & Johnson Account | AEM Environment

- Published Supported end-to-end content updates during structured production release cycles within AEM enterprise environments.
- Coordinated content validation prior to deployment, ensuring metadata accuracy, accessibility compliance (WCAG), versioning integrity, and component alignment.
- Participated in go-live verification and post-release validation processes, identifying and escalating defects to engineering teams.
- Managed reusable components and template-based architectures following enterprise content governance standards.
- Collaborated with engineering, QA and content architecture teams to align content management strategies with best practices.
- Triage and resolved moderately complex content defects logged in Jira, escalating high-priority issues when necessary.
- Contributed to documentation and publishing governance standards, supporting scalable workflows and structured content lifecycle.
- Assisted in workflow improvements, content scheduling coordination, publishing approvals, and DAM asset version control.

• Web Content Manager – Accenture | 2021 – 2024 | ExxonMobil Global Ecosystem | Sitecore

- Managed content operations across 150+ global websites within structured CMS workflows and enterprise governance frameworks.
- Coordinated content validation prior to deployment, ensuring template-based architecture integrity, localization accuracy, metadata consistency, and SEO compliance.
- Supported digital product releases by aligning content updates with engineering sprint cycles and release management timelines.
- Participated in go-live validation and post-release QA, reducing post-production incidents through structured pre-launch audits.
- Documented and enforced publishing workflows, versioning processes, content scheduling and approval governance protocols.
- Collaborated with QA teams to triage and resolve defects logged in Jira, ensuring timely production resolution.
- Conducted UAT testing for new components, backend updates, and form integrations (including Pardot workflows).
- Acted as liaison between stakeholders, marketing teams, and backend developers to ensure business requirements were accurately reflected in technical implementations.
- Contributed to reusable component documentation and template enhancement recommendations.

• Freelance Digital Marketing & Web Developer | 2015 – 2021 | Projects for CRC and U.S.-Based Companies

- Delivered freelance web content management and CMS implementation services for U.S.-based companies across service, B2B, and real estate industries, working with platforms including WordPress and enterprise CMS environments such as AEM.
- Executed end-to-end publishing workflows including content scheduling, publishing approvals, version control, and prod QA.
- Coordinated content validation prior to deployment, ensuring responsive behavior, accessibility, and SEO best practices.
- Developed custom templates and page structures to standardize scalable publishing operations.
- Conducted UAT testing and defect troubleshooting during new feature rollouts and plugin integrations.
- Documented workflows and governance guidelines to ensure sustainable content lifecycle management.
- Implemented GA4 and tracking validation to support post-release performance monitoring.
- Collaborated with U.S. clients to gather business requirements, translate them into technical solutions, and manage full content release cycles.

• Graphic Designer – The People Beat | 2012 – 2015

- Collaborated with global pharmaceutical clients such as GSK (GlaxoSmithKline) and Pfizer, producing brand-aligned visual and digital materials for regulated healthcare environments including Zentel, Panadol, Sensodyne, Corega, Advil, and Sal de Andrews.
- Designed and delivered marketing assets ranging from internal corporate branding to large-scale campaign Key Visuals and social media executions, ensuring consistency with enterprise brand and approval standards.
- Developed structured email templates and digital layouts for promotional and educational initiatives, aligning content with governance guidelines and multi-channel publishing requirements.

Education

Diploma Web Developer - Cyber U 2013 | Diploma Graphic Designer - Colegio Universitario Boston 2011

Multiple professional courses and certifications in Digital Marketing, SEO, and Web Technologies.