









RIFAT ERDEM SAHIN


CONTENT ENGINEER | DIGITAL EXPERIENCE & CONTENT STRATEGY SPECIALIST

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 -  **Portfolio:** <https://rifaterdemsahin.com>
 -  **Schedule a Call:** <https://calendly.com/rifaterdem/schedule>
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PROFESSIONAL SUMMARY

Senior Content Engineer specializing in **Content Modeling, Headless CMS Architecture, and Digital Experience Platforms (DXP)**. Expert in bridging the gap between technical engineering and content strategy to deliver scalable, high-performance digital products. Proven track record in implementing structured data strategies and automated content pipelines that improve editorial efficiency and enhance SEO performance.

CORE COMPETENCIES

 **Content Engineering** - Content Modeling & Information Architecture - Headless CMS (Contentful, Strapi, Sanity, Adobe Experience Manager) - Structured Data (JSON-LD, Schema.org) & SEO Optimization - Digital Asset Management (DAM) & Localization Workflows - JAMstack Architecture (Next.js, Gatsby, Hugo)

KEY ACCOMPLISHMENTS

2025 | IBM | London, UK

AI-Driven Content Personalization Platform - Challenge: Scale personalized content delivery across global enterprise portals using hybrid cloud. - **Solution:** Architected a headless content delivery system on Red Hat OpenShift, integrating watsonx AI for automated content tagging and metadata enrichment. - **Impact:** - 45% increase in user engagement through AI-driven content relevance. - 30% reduction in editorial overhead via automated content workflows. - Unified content strategy across 20+ global business units. - **Technologies:** IBM Cloud, OpenShift, watsonx AI, Contentful, Next.js, GraphQL.

2024 | Goldman Sachs | Muscat, Oman

Global Financial Content Ecosystem - Challenge: Modernize the delivery of high-compliance financial reports and market insights. - **Solution:** Implemented a robust content model and automated pipeline ensuring 100% data accuracy and compliance. - **Impact:** - 300% improvement in content publishing speed. - Reduced content errors in financial disclosures by 90%. - Enabled real-time multi-channel distribution (Web, Mobile, PDF). - **Technologies:** React, Node.js, AWS, Structured Content, Jenkins.

2023 | Ypsomed | Switzerland

Validated Healthcare Content Platform - Challenge: Manage sensitive medical device documentation with strict regulatory traceability. - **Solution:** Built a version-controlled content platform with automated audit trails and multi-language support. - **Impact:** - Achieved full regulatory compliance for digital documentation. - 40% reduction in translation management costs via automated localization sync. - Improved patient accessibility through optimized content structures. - **Technologies:** Strapi CMS, Docker, Azure, TypeScript, i18next.

2022 | Cushman & Wakefield | London, UK

Real Estate Digital Experience Transformation - Challenge: Unify fragmented property listing data into a cohesive global digital experience. - **Solution:** Designed a centralized content hub and API-first distribution strategy for property analytics. - **Impact:** - 50% faster page load times through optimized JAMstack architecture. - 25% increase in lead generation via improved SEO and content discoverability. - Streamlined listing updates across 50+ regional websites. - **Technologies:** Gatsby, Contentful, GraphQL, Azure, Algolia.

TECHNICAL EXPERTISE

Core Technologies

CMS/DXP: Contentful, Strapi, Sanity, Ghost, AEM

Frontend: React, Next.js, Gatsby, TypeScript, Tailwind CSS

Backend: Node.js, GraphQL, REST APIs, Python

Infrastructure: AWS, Azure, Docker, Vercel, Netlify

Specialized Skills

Data: Content Modeling, Schema.org, Markdown, MDX, JSON-LD

Search: Algolia, Elasticsearch, Meilisearch

Automation: GitHub Actions, GitLab CI/CD, Webhooks

Marketing: Google Tag Manager, SEO Analytics, A/B Testing

PROFESSIONAL EXPERIENCE HIGHLIGHTS

Senior Content Engineer / AI Solutions Architect | January 2025 - Present

IBM | London, UK

- Leading the technical strategy for enterprise content migration to headless architectures.
- Architecting automated content pipelines that leverage Generative AI for content optimization.
- Mentoring engineering and editorial teams on modern content modeling practices.

Senior Content Engineer / Technical Lead | 2020 - 2025

Goldman Sachs, Ypsomed, Cushman & Wakefield

- Designed scalable content models supporting millions of daily interactions.
- Established best practices for component-based content design and reusable architectures.
- Delivered cross-platform content solutions achieving significant operational efficiency gains.

Content Engineer | 2016 - 2020

Microsoft, Emerson, Various Fortune 500





- Built enterprise web solutions with a focus on structured data and digital transformation.
 - Led the implementation of CMS migrations and global localization strategies.
 - Developed interactive content experiences using modern web frameworks.
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EDUCATION



Bachelor of Science

Southern New Hampshire University, USA  | 2013

CERTIFICATIONS & CONTINUOUS LEARNING

-  **Microsoft Certified Solutions Architect Expert**
 -  **AWS Certified Solutions Architect Professional**
 -  **Azure Solutions Architect Expert**
 -  **Certified Kubernetes Administrator (CKA)**
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SECURITY CLEARANCES

-  **UK SC (Security Check)** - Valid until 2028
 -  **NATO Clearance** - Valid until 2029
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AVAILABILITY & CONTACT

Immediate Availability for Content Engineer roles

 **Schedule a Discussion:** <https://calendly.com/rifaterdem/schedule>

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SUPPORTING DOCUMENTS

References and detailed project portfolios available upon request