Hari Mahendra

Principal Content Strategist & Knowledge Management Lead
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Career Summary

Knowledge Managment Leader and Content Strategist with 13+ years of experience in technical writing, knowledge management, content strategy, and content operations. Experienced in team building, hiring, people management, and cross-functional leadership. Bring 6 years of hands-on experience with Adobe Experience Manager (AEM) Guides and comprehensive experience across AEM CMS, alongside 8+ years of DITA XML expertise. Skilled in structured authoring, topic-based authoring, content reuse, documentation architecture, content governance, AI-assisted content development, and self-service knowledge management. Proficient in Jira, Confluence, stakeholder management, and content quality optimization, with a focus on scalable documentation ecosystems, AI-powered self-service experiences, and team performance.

Work Experience

Principal Content Strategist & Knowledge Management Lead at Simpplr, Gurugram, *April'25- Present*

- Lead and mentor 6 cross-functional team members across Content, Support, and Enablement/Implementation.
- Led Knowledge Management and information architecture improvements for the Help Center, auditing 563 articles and analyzing nearly 19,000 searches. Improved task success from 61.4% to 79.8%.
- Optimized the knowledge base for SIMA, increasing question-ticket deflection from 31% to 67% in one month.
- Established Knowledge Governance and AI-readiness standards, introduced weekly content health checks, and managed the Zendesk-to-DevRev migration.
- Built a 230+ page knowledge portal covering six products, saving approximately $34K annually in platform costs.
- Supported 1 to 2 at-risk enterprise renewals per quarter (~$232K average ARR) with targeted knowledge resources and customer education.
- Built Vernacular, a content design system, and Accordis, an AI-powered content quality tool with 300+ rules, using Claude and Lovable; applied AI-assisted code reviews, automated testing, and LLM evaluation to improve code quality and output consistency.
- Defined AI writing standards, behavioral guardrails, and global voice and tone guidelines.
- Streamlined knowledge request workflows through Slack and Jira; create release notes, API documentation, knowledge base articles, and structured DITA/XML content.
- Set clear content ownership and separated product documentation from marketing content.
- Prioritized documentation based on customer needs, business goals, and effort.

Senior Content Strategist at Adobe, Noida, *Feb'22- Apr'25*

- Led a 4-member team and content strategy for HelpNext across Creative Cloud and enterprise products, collaborating with Design, Research, Product, Engineering, Support, Content Marketing, and Localization.
- Improved Knowledge Management and content discoverability by designing taxonomies, metadata, and reusable single-intent article patterns in Adobe Experience Manager and authoring structured DITA/XML content. Articles I owned achieved 45% higher organic traffic and 47% better search rankings.
- Established content governance through editorial standards, templates, style guides, and review workflows. Conducted content audits covering usability, WCAG accessibility, consistency, and content quality.
- Rewrote error messages to clarify next steps, increasing satisfaction by 24%, reducing error recovery time by 17%, and lowering related support requests by 28%.
- Created the Premiere Pro trial CTA and supporting Help content, increasing trial sign-ups by 21%; 12% of trial users converted to paid.
- Led HelpNext, the HelpX content and navigation redesign; A/B tests showed $324K more retained annual revenue.
- Established global voice and tone guidelines, aligning regional teams on localization requirements and how localized content affects the parent content.
- Wrote task-based help for new and underused features, raising feature adoption by 27%.
- Aligned help content with each launch, so 19% more users tried the color grading feature in the first 45 days.
- Built in-app help that guides users while they work, increasing Comms AI and Newsletter usage by 31%.
- Rewrote in-product text to guide users more clearly, so 23% more users completed their tasks.

Assistant Manager, Content Strategy and Knowledge Management at InfoEdge India Ltd., Noida, *Oct'19- Jan'22*

- Led content strategy and knowledge management for Naukri.com and related platforms, managing a 14-member team of writers and editors.
- Set up knowledge governance, editorial standards, and quality guidelines for accurate, consistent, reusable content.
- Organized product knowledge, help documentation, FAQs, and website content to improve self-service.
- Audited 800+ web pages to improve information architecture and discoverability.
- Used Google Analytics and user behavior data to find content gaps and improve engagement.
- Partnered with Product, Design, Marketing, SEO, Analytics, and Engineering to align content with user needs and business goals.
- Increased product adoption with unique knowledge content across 4 products, reaching 1.8 million users per month and growing revenue by an average of ₹3.8 crore per quarter.

Zee Media, Saur Energy International, NewsPiQ, and Lybrate | *Apr'12 to Oct'19*

Content Strategist | Knowledge Management Specialist | UX Writer | Technical Writer

- Prior to October 2019
- Created technical documentation, knowledge base articles, user guides, FAQs, and product content across media, healthcare, and renewable energy.
- Improved knowledge access and reuse through information architecture, content categorization, and structured documentation.
- Maintained content quality through audits, editorial standards, content reviews, and consistent publishing practices.
- Led a 2-member content team at Lybrate, mentoring team members, reviewing deliverables, and maintaining content quality.
- Developed UX copy, onboarding flows, microcopy, error messages, and in-product content for web and mobile.
- Managed CMS publishing workflows, ensuring editorial accuracy, consistency, and brand alignment.
- Created SEO content, newsletters, and customer education materials to support knowledge sharing and audience engagement.
- Simplified complex technical concepts into clear, task-focused documentation to support customer understanding and self-service.
- Collaborated with Product, Design, Engineering, Editorial, and Marketing teams to align content with user needs and business goals.

Achievements

1. Won 1 **Extra Miles Award** for exemplary coverage during the times of COVID-19 and excellent video productions
2. Achieved the traction target by **350% with a considerable decline in bounce rate**
3. Helped the marketing team generate revenue **up by 200%** quarterly by seeding relevant content
4. Efficiently implemented and executed the HelpNext project to improve content effectiveness for product user experience.
5. **Received 30+ recognitions from leadership** and peers at Simpplr for exceptional output.
6. Have received several recognitions from cross functional teams for collaboration and innovation.

Technical Skills

- **CMS:** Adobe Experience Manager (AEM), WordPress, Drupal, Joomla, Zendesk, ServiceNow, MadCap Flare
- **Design & Prototyping:** Figma, Sketch, Adobe XD, Illustrator, Photoshop, InDesign, Canva, Adobe Express, Miro, Lovable
- **Developer & API:** Swagger, Postman, GitHub, Bitbucket, Git, HTML, CSS, API testing and documentation
- **Project Management:** Jira, Asana, Adobe Workfront, Confluence, Notion, ClickUp, Trello, Wiki
- **Analytics:** Google Analytics, Adobe Analytics, Contentsquare, Hotjar, SimilarWeb, Mixpanel, Meta Insights
- **Productivity:** Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams), Google Workspace
- **AI & Automation:** ChatGPT, Jasper, Grammarly Business, Notion AI, **Claude suite, Google Gemini, Copilot & Fabric, Replit, Lovable, GitHub Copilot, SonarQube, Sentry, Playwright**

Core Competencies

- Knowledge Management
- Content Strategy
- People Management
- DITA XML & Structured Authoring
- AI-Assisted Content Development
- Content Governance
- Information Architecture
- Content Reuse & Automation
- Technical writing
- UX writing & Microcopy
- Structured Authoring
- Topic-Based Authoring
- Content Reuse
- Content Governance
- People Management
- Team Leadership
- Markdown, XML/DITA, Oxygen
- Content audits & Drift detection
- AI-readiness audits
- Editorial standards & Writing guidelines
- Visual documentation standards
- Content taxonomy
- Metadata design
- In-product help

Education

- **Masters in Mass Communication from AJKMCRC, Jamia Millia Islamia University, New Delhi. 2014 to 2016**

Certifications and Courses

- **Certified SEO Content Expert**
- **Content Marketing: Business Growth w/Content Marketing + AI**
- **Build Solutions with SharePoint**
- **Project Management for Technical Writers**
- **Creating API Documentation**
- **Overview of Swagger Editor**
- **Anthropic – Claude 101 (ongoing)**
- **Anthropic – AI Fluency: Framework for Thoughtful AI Collaboration (Ongoing)**
- **GDPR Compliance certification**
- **Microsoft Excel essential training**
- **Google UX Design Professional Certificate (Ongoing)**
- **Master writing product requirements documentation (Tech/IT) (Ongoing)**