

Hari Mahendra

Principal Content Strategist & Knowledge Management Lead

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Career Summary

Knowledge Management 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, along with 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 Simplr, Gurugram, April'25- Present**

- PLead 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, a content quality tool with 300+ rules, using Claude and Lovable.
- 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**

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 AJKMCR, 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)