

NISCHAL TIWARI

Website Manager · Digital Producer — Content, CMS, SEO, Design Systems & Martech

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PROFESSIONAL SUMMARY

Website manager and digital producer with 15+ years owning websites and digital content end to end — content strategy, production and publishing, CMS, SEO, accessibility, analytics and experimentation. I work fluently across ideation, design, development and marketing automation, having shipped everything from modular design systems and WordPress builds to automated email journeys in Oracle Responsys. Eight years delivering web and email content at scale at World Vision Australia, plus ongoing management of 5+ live client sites. I triage and prioritise content requests, build reusable systems and documentation that lift team capability, and turn analytics into experiments that improve conversion, engagement and revenue. Strong on WCAG 2.1 accessibility, usability, content governance and design systems.

CORE SKILLS

- **Digital Production & Website Management:** Content production and publishing, request triage and backlog prioritisation, content governance and documentation, agency & vendor management, CMS replatform scoping, BAU and incident support, website audits
- **CMS & Content:** WordPress (custom themes, ACF Pro), Drupal, content modelling and structured content, API-driven / headless-aware publishing, Information Architecture, website architecture
- **SEO & Experimentation:** On-page & technical SEO, A/B testing and experimentation, GA4, Google Tag Manager, Search Console, Microsoft Clarity, conversion & engagement analysis
- **Design Systems, UX & Accessibility:** Modular design systems, component libraries and documentation, WCAG 2.1 AA, usability, UI/UX, Figma, Adobe XD, Photoshop, responsive / mobile-first
- **Marketing Automation (Martech):** Oracle Responsys (Profile Lists, Programs, Connect, Campaign Workbook, RPL), Salesforce Marketing Cloud, Taguchi, EDM build & delivery, campaign reporting, templating & theming, device dark mode, n8n, Make
- **Web & Tools:** PHP, JavaScript, HTML5, Tailwind, Core Web Vitals, Git, GitHub Actions, Cloudflare, Microsoft 365

EXPERIENCE

World Vision Australia

Jan 2018 – Jan 2026

Melbourne, VIC · 8 years

Digital Automation Specialist

Jul 2025 – Jan 2026

- Owned **end-to-end campaign delivery** — partnering with product and campaign owners on briefs, scope and requirements, through build, QA, deployment and reporting.
- Built and deployed automated campaigns in **Oracle Responsys** using Profile Lists, Programs, Connect, Campaign Workbook and dynamic content (**RPL**) to personalise at scale and connect data through to delivery.
- Automated **weekly email delivery reporting** from Oracle Responsys, giving stakeholders consistent visibility of campaign performance.
- Delivered major national campaigns — Annual Tax Appeal, Enough (child hunger), Reportback and emergency appeals — and built and QA'd the automated Child Sponsorship journey.

Frontend Developer — Web & EDM

Jan 2018 – Jul 2025

- Built a **modular email design system** — a central hub of production-ready modules and snippets any team member can self-serve from, with full supporting documentation — standardising quality and cutting build time across the organisation.
- Designed **two branded template themes on a shared module library** — a dark theme for BAU and emergency appeals, and a light theme for the Child Sponsorship product — both engineered to respond correctly to **device dark mode settings across Apple and Android**, so campaigns render on-brand in every client.
- Researched, pitched and shipped an **interactive, CSS-only navigation menu for email** — building the business case from Google Analytics data showing the existing desktop menu drove **\$79K in annual donations** while mobile (32% of opens) had no menu at all — then built it to work on Apple devices and degrade gracefully elsewhere.

- Ran internal **Email Showcase sessions** for marketers and creative teams on emerging email technology, introducing interactive techniques including hamburger navigation, countdown timers and kinetic email, and leading the dark mode rollout on the Annual Tax Statement campaign.
- Produced and published 1,000+ web pages, landing pages and email designs, holding brand, quality and WCAG 2.1 AA accessibility standards throughout.
- Managed the inflow of digital content requests — triaging, prioritising and scheduling work from draft review through to publishing.
- Ran A/B tests across supporter journeys, turning analytics into recommendations that lifted engagement and conversion.

Website Manager (Freelance) — Namastec

2015 – Present

Independent · Melbourne, VIC

- Manage 5+ live client websites end to end, including three registered Melbourne NDIS providers — content strategy, publishing and on-brand updates. Clients have included the Australian Financial Review.
- Run regular website audits across content quality, SEO, WCAG 2.1 accessibility, usability and performance, then action the findings.
- Implement and analyse GA4, Google Tag Manager and Microsoft Clarity to lift engagement and conversion.
- Coordinate external developers and suppliers to ship new features on time and on budget.

Founder & Website Manager — Cricnepal.com

2010 – Present

Cricnepal · Live cricket platform

- Founded and grew a live cricket platform to a 900k+ audience on a custom, SEO-first WordPress architecture.
- Built and maintain the Cricnepal design system; own content, SEO, performance, uptime and automation end to end.

Web Designer & Developer / Digital Marketing Specialist

2015 – 2017

MEGT (Australia) Ltd · Melbourne, VIC

- Built and maintained megt.com.au in-house on WordPress; when the site was replatformed to Drupal by an external agency, sat on the lead team scoping requirements, managing agency communication and maintaining the site post-launch. WCAG-compliant design and development from Adobe XD and Photoshop; digital marketing, SEO and analytics. Trained in Salesforce Marketing Cloud, then built and delivered campaigns in SFMC and Taguchi.

Earlier: User Experience Developer, Prime Vendor Inc (2010–2015) — UI/UX and frontend delivery, US-based product team.

SELECTED PROJECTS

- **Modular email design system & documentation** — World Vision Australia (reusable module library + docs used across teams).
- **AFR Women of Influence** — live.afr.com/womenofinfluence (WordPress build for the Australian Financial Review, 2018 — still in production today).
- **NDIS provider websites** — thinkbiggs.com.au · carechoices.com.au · uandvcare.com.au (design, build, ongoing management).
- **Cricnepal** — cricnepal.com (founder, 900k+ audience, custom SEO-first architecture and design system).
- **Chitwan Post** — chitwanpost.com.np (print-to-web publishing automation and newsroom editorial workflow).

EDUCATION & CERTIFICATIONS

- **Bachelor's Degree, Media Technology** — Shepherd College (2005–2008)
- **Agile Fundamentals** — Credly by Pearson (2024)
- **Google Cloud** — "Best of Next '23"

WHAT PEOPLE SAY

"Nischal is a highly skilled designer and developer. He has a great eye for detail and functional design." — Luke Honey, Head of UX & Design

"Knowledgeable in all facets of web design, optimisation and user experience." — Leigh White, Marketing Manager, Elders