

DIGITAL PROJECT MANAGEMENT • WEB DEVELOPMENT • USER EXPERIENCE

E-Commerce | Digital Strategy | Quality Assurance

PROFESSIONAL PROFILE

Digital project management professional with strong experience in high functioning product development and project management environments. Highly adaptable with recognized talents working with E-Commerce solutions such as Magento as well as being proficient in aligning software requirements with innovative solutions to complex IT challenges. Continually on the forefront of developing trends integrating current and emerging cutting-edge technologies and peripheral processes to deliver impactful results.

SELECTED VALUE HIGHLIGHTS

- Effectively executes projects working with clients, stakeholders, and project team members in both the USA and international.
Experience in delivering web development project completion results utilizing agile methodologies.
Immense awareness of all aspects of digital management including: digital strategy, UX/UI, SEO, E-Commerce, and web design.
Maintains an up-to-date knowledge of web analytics and digital campaign trends.

AREAS OF EXPERTISE

- Web Development, Software Design, Search Engine Optimization, Content Management Systems, Web Analytics, User Experience, Quality Assurance (QA), IT Strategic Planning

PROFESSIONAL EXPERIENCE

AMBITEC INC., • E-Commerce Project Manager (Contract Position) • Miami Beach, FL

Feb. 2017–Present

Key Job Duties & Accomplishments:

- Spearheads the implementation of a Visual IVR system and warehouse management tools such as 4psite and Skuvault.
Leads the development project of two multi-faceted E-commerce based websites.
Guides the overall creation, including functionality, marketing and supporting services, of a new Magento 2 Wholesale website that hosts 50K products and lays out roadmaps for the completion of 12 other wholesale and retail websites.
Heads a Philippine team of designers and an Indian development team to complete the first website while simultaneously developing a "custom request for quotation system".
Manages the product curators team responsible for product input.
Assembled the QA team and provided use cases to identify, clarify, and organize system requirements
Coordinates the Digital Marketing of the company's first website as well as setting up a web server farm in Digital Ocean.

WEBTRIXPRO, (Formerly RANK ADVISOR), • Project Manager • North Miami Beach, FL

Dec. 2013–Feb. 2017

Key Job Duties & Accomplishments:

- Monitored daily website operations and generated reports for management as well as clients.
Completed over 40 projects successfully which includes websites, E-commerce sites, web applications and mobile applications for both iOS and Android platforms.
Maintained continuous client communication while even acting as the account manager occasionally.
Researched for new web development tools and procedures that improved the agency's project execution process.
Maintained a 15-server web farm and performed regular site traffic and demographic assessments.
Led SEO experts in the implementation of several projects for Magento Stores, WordPress Websites, PHP and Mobile Apps.

FACTOR MOVIL, • Project Manager • Miami, FL

Dec. 2011–Dec. 2013

Key Job Duties & Accomplishments:

- Coordinated website design teams and website maintenance which includes managing staff schedules.
Designed and developed of web sites, E-commerce sites, mobile apps also providing social media campaigns and SEO for small businesses, completing 15 successful projects.
Developed and implemented effective website management techniques and procedures.
Ensured that all client websites were sufficiently monitored for effective decisions.
Worked extensively with new clients to determine website creation and management needs.

- Achieved high quality project results by establishing client goals and the implementation of customized website designs following the accurate determination of all client requirements.
- Maintained optimal website performance for client sites often providing technical support to minimize website downtime.

EARI [ENTERTAINMENT ARTS RESEARCH INC.], • IT Director • Atlanta, GA

Nov. 2009–Nov. 2011

Key Job Duties & Accomplishments:

- Developed the Internal IT infrastructure for the company.
- Successfully spearheaded the development and improvement of the following onshore and offshore projects by applying competence of internet knowledge and technical skills:
 - **Universe of Faith Virtual World:** Created requirements, designed the virtual world and led the development of the project, executed by a company in Beijing, China.
 - **Universe of Faith Music:** Created requirements, designed the music site and led the development of the project, executed by a company in Chennai India.
 - **Universe of Faith Streaming:** Created requirements and designed the Streaming site. - Lead the development of the project, executed by a company in Chennai India.
 - **Indiechristianmusic.com:** Created requirements and designed the indiechristianmusic.com Website. - Lead the development of the project, executed by a company in Chennai India.
 - **Christian Music Releases iPhone App:** Created requirements, designed and developed the Christian Music releases iPhone application.
 - **Universe of Faith Social:** Created requirements, designed and developed the Universe of Faith Social Site.
 - **Universe of Faith Advertising Network:** Lead the implementation of the OpenX advertising platform that serves ads to all properties of the Universe of Faith Network, displaying about 150,000 ads per month.
 - **Akamai:** Deployed all Websites to the Akamai network successfully. Created requirements and designed other projects: Universe of Faith Books/Universe of Faith Books for iPhone/iPad/Android and Universe of Faith Live.
 - **Web farm:** Designed and implemented a 16 servers Web farm with Rackspace.

CHILDREN'S ONCOLOGY GROUP/CURESEARCH, • Project Manager/Web Technologies Manager • Arcadia, CA

July 2000–Nov. 2009

Key Job Duties & Accomplishments:

- Successfully implemented SEO and PPC campaigns for all fundraiser events.
- Designed and led the development of the Children's Oncology Group Member based Website to collect medical data for cancer patients (ASP.Net +MS SQL 2000).
- Designed and coordinated the development of a data entry Web based system for the eRDES to enhance remote data.
- Designed and led the development of the Curesearch.org Web site (Ektron+MS SQL 2005) and the Curesearch.org's gift shop (ASP.Net Storefront + MS SQL2000).
- Implemented SharePoint as the company's Intranet and Google Mini application as the company 'search solution.

TECHNICAL COMPETENCIES

○ Project Management Tools: Trello, Jira, Basecamp, Freedcamp	○ SharePoint	○ MySQL and Tools: Navicat, PHPMyAdmin and Adminer	○ Coding Tools: Coda, Sublime Text and Web Languages: HTML5, CSS3
○ Editing Tools: Adobe Photoshop, Camtasia Studio, After Effects	○ CRM Tools: Pipedrive Zoho CRM	○ Online Communication Tracking Systems: Twilio, CallRail	○ Domain Hosting Services: Amazon AWS, Digital Ocean, Amazon Route53, GoDaddy DNS
○ CDN: Akamai, Edgecast, MAXCDN and Cloudflare	○ WHM, cPanel and WHMCS	○ QA/Bug Tracking Systems: Test Track Pro, Surround SCM, JMeter	○ Web Mail: Horde, Roundcube and Squirrel Mail) and Google APPs Mail

EDUCATION

UNIVERSITY OF BUENOS AIRES, Argentina, Computer Science – (Completed 3 years)

1986 – 1990

CALIFORNIA STATE UNIVERSITY NORTHRIDGE, Northridge, CA, Course Modules in Network Administration

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, Pomona, CA, Course Modules in Flash Development

Additional Education

- ❖ Agile Certification
- ❖ IT Training (Strategic Planning, Relationship Management and Environment Management Skills)
- ❖ Leadership Skills: Success Through Teamwork and Project Team Leadership
- ❖ Microsoft Office 2010 Online Training • Share Point Management Training • Windows NT 4.0 Network Administration
- ❖ SEO Training with Jason McDonald

ADDITIONAL CREDENTIALS

LANGUAGE PROFICIENCY:

- English • Spanish