Nicole Okamoto | CSM®

Winnipeg, MB • (431) 373-5299 • nicoleokamoto@icloud.com • www.linkedin.com/in/nicoleokamoto

TECHNICAL SKILLS

- **Programming Languages:** JavaScript, PHP, Ruby, Python
- **Front-End Development:** HTML, CSS, React, Bootstrap
- **CMS:** Magento, BigCommerce
- **Databases:** MySQL
- **Tools & Platforms:** Git, Github, Docker, XAMPP
- **Digital Marketing Platforms & Tools:** Klaviyo, Mailchimp, Gorgias, Stamped
- **Methodologies & Other Skills:** Agile Methodologies, Certified Scrum Master, Kanban, DevOps

PROFESSIONAL EXPERIENCE

Lynn Professional Pet Grooming Supplies, Regina, SK • *Digital Content Manager*   05/2021 - 03/2024

- Managed all aspects of website content, ensuring alignment with business objectives and enhancing user experience.
- Researched, implemented, and optimized website applications such as Klevu, Klaviyo, Stamped.io, ShipStation, Avalara, ShipperHQ, Sticky.io, Gorgias and others to improve user experience, streamline operations, and enhance overall site performance.
- Collected business and operational requirements from various departments and delivered enhancements and solutions through digital adoption.
- Served as the primary operational contact for software and services vendors, overseeing application-related interactions within the portfolio.
- Managed website incidents and application troubleshooting.
- Implemented and automated emails and SMS flows, resulting in a 25% increase in recovered carts.
- Achieved a customer return rate of 65.29% through the adoption of digital initiatives such as loyalty programs, auto-ship options, and e-commerce optimization.

Product Owner E-commerce platform transition - 12 Months Project

- Instrumental in driving a 328% increase in the company's annual revenue by implementing strategic e-commerce solutions and optimizing operational processes.
- Collaborated closely with external technology partners, demonstrating strong communication and collaboration skills.
- Led the project as the product owner, ensuring alignment with business goals and objectives.
- Engaged with diverse stakeholders to gather comprehensive business requirements, ensuring alignment with strategic objectives and operational needs.
- Conducted extensive cross-functional training for multiple departments to ensure a smooth transition to the new systems.

EDUCATION

Full Stack Web Development Diploma • *Red River College, Winnipeg, Manitoba*
Graduation Year (2022 - Expected January 2025)

Business Management Diploma • *College of Technology of Sao Paulo (FATEC), Sao Paulo, Brazil*
Graduation Year (2018)

Bachelor in Fashion Design – Product Management • *United Metropolitan College (FMU) Sao Paulo, Brazil*
Graduation Year (2014)

CERTIFICATIONS

CSM® - Certified ScrumMaster • *Scrum Alliance* • *June 2024* • *Badge ID 1961860*

Google Analytics Certification • *March 2024* • *Credential ID 97315860*

TRAINING

Business Requirements Gathering & Design • *Red River College, Winnipeg, Manitoba* • *January 2024*

Project Management and Agile Business Analysis • *Red River College, Winnipeg, Manitoba* • *January 2024*