Derek Velzy

Orange County, CA | (925) 200-7710 | dmvelzy@gmail.com | LinkedIn | Portfolio

Summary

Digital Product Manager with 5 years of experience across web development, MarTech systems, and global website operations. I build scalable digital experiences that sit at the intersection of product, marketing, and engineering. Currently manage Zero Motorcycles' global marketing site – including CMS structure, eCommerce flows, CRM integrations, and cross-functional alignment – to improve conversion, streamline operations, and accelerate go-to-market execution.

Experience

Zero Motorcycles

Product Manager, Digital   **Mar 2025 - Current**

- Transformed the main website into a revenue channel, launching reservations and full online purchases, generating over $750k in the first year (~15% of annual U.S. motorcycle sales).
- Delivered the Past Editions storefront in 4 weeks by leveraging existing web infrastructure, drove 9 online motorcycle orders in the first month and became a top-10 traffic page with $0 marketing spend.
- Align cross-functional teams and senior stakeholders (NA Sales Lead and Global Head of Sales & Marketing) by prioritizing features, translating briefs into requirements, and creating timelines.
- Own day-to-day website operations, KPI reporting, and delivery of a high-performance digital experience.

Sr. Software Developer, Marketing   **Mar 2024 - Mar 2025**

- Architected, designed, and maintained a multi-locale web framework and supporting services for 15 regions, supporting peak traffic of 750k monthly visits.
- Improved lead auto-routing accuracy from 63.4% to 97.7% (~34 point lift) by unifying five inbound lead sources into a single CRM flow; reduced manual lead assignment by 5-7 hours/month.
- Centralized dealer data behind locator, serving 350k+ monthly requests at <200 ms with 99.9% uptime.
- Built a Stories content framework (modular CMS pages) that enabled the non-technical team to publish. Shipped 20 stories year one, driving +45% avg. session duration (+108% at 90% scroll depth).

Frontend Developer   **Feb 2022 - Mar 2024**

- Replatformed the website to Next.js, increasing scalability, cutting build times by 82% on average, and reducing reliance on third-party systems.
- Launched an internal Events system; cut publishing steps from 5 to 2, enabling same-day updates.

Visa   **May 2021 - Feb 2022**

Associate Design Engineer

- Upgraded React and Angular UI/UX Design System accessibility from WCAG 2.0 to 2.1 across 50+ components; validated with screen-readers and automated audits.

Sites By Velzy - Freelance   https://sitesbyvelzy.com

Education & Skills

B.S. Mechanical Engineering, Arizona State University
Certifications: IBM Product Manager Professional Certificate; Hack Reactor Software Engineering Program
Skills: Website Operations, CMS management, CRM & lead flows, stakeholder communication
Technical: JavaScript/TypeScript, React, Next.js, Node, HTML/CSS, Git, Figma, Jira