# Derek Velzy

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## Summary

Digital Product Manager with 5 years of experience driving global website performance, marketing technology, and ecommerce. I lead end-to-end delivery of web initiatives that sit at the intersection of web, marketing, and engineering, from opportunity identification through implementation and measurement. I currently own Zero Motorcycles' global marketing site, including CMS structure, ecommerce flows, CRM integrations, and cross-functional alignment to improve conversion and accelerate go-to-market.

## Experience

### Zero Motorcycles

**Product Manager, Digital**                                                                    **Mar 2024 - Current**

- Own the global marketing website as a digital product, defining priorities, translating briefs into requirements, and delivering features that support ecommerce, campaigns, and lead-generation.
- Transformed the site into a revenue channel, resulting in more than $800k in the first year (approximately 15% of U.S. motorcycle sales) by launching reservations and online purchases.
- Identified the opportunity for a Past Editions storefront to drive sales on previous model year bikes, resulting in 9 online motorcycle orders in the first month and becoming a top-10 traffic page with $0 marketing spend by leveraging existing infrastructure and delivering in 4 weeks.
- Operate as a one-person product + engineering team with visibility across Marketing, Sales, Engineering, and CX to ensure features tie directly to funnel and operational impact.
- Led discovery and UX definition for Zero's next-gen motorcycle dash, conducting market research, designing flows and multiple concepts, and building a functional prototype used in structured usability tests.
- Improved lead-routing accuracy 63% to 98% and saved Sales team 5 to 7 hrs/month in manual assignments by designing a unified lead-routing architecture across five inbound sources.
- Increased engagement and long-term organic visibility by building a CMS-driven Stories platform that let non-technical teammates publish content, raising session duration by 45% and deep-scroll engagement by 108%.

**Frontend Developer**                                                                    **Feb 2022 - Mar 2024**

- Architected and maintained a global web framework with 15 regions and peak traffic of 750k monthly visits.
- Replatformed the website to Next.js, increasing scalability, cutting build times by 82% on average, and reducing reliance on third-party systems.
- Established a reliable events pipeline and registration system for global demo tours by creating an internal Events tool that reduced publishing steps from 5 to 2.

### 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.

## 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, ecommerce flows, CRM and lead flows, roadmapping
**Technical**: JavaScript, TypeScript, React, Next.js, Node, HTML, CSS, Git, Figma, Jira