Derek Velzy

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Summary

With 5 years of experience across development and website operations, I've built and managed modern web experiences that mix technical depth with marketing needs. I currently own day-to-day operations of Zero Motorcycles' global marketing site with integrated e-commerce features, managing CMS content publishing and structure, CRM integrations and workflows, and cross-functional communication between Marketing (including Brand) and Sales to support campaign 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 $726k in the first year (~7% of annual U.S. motorcycle sales).
- Delivered the Past Editions storefront in ~4 weeks by leveraging existing web infrastructure, resulting in 9 online motorcycle orders in the first month and becoming a top-10 traffic page with $0 marketing spend.
- Align cross-functional teams and senior stakeholders (including NA Sales Lead and Global Head of Sales & Marketing) by prioritizing features/releases, translating briefs into action items, and creating timelines.
- Own day-to-day website operations, KPI reporting, and on-brand digital experience.

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

- Architected, designed, and maintained a multi-locale design framework and supporting services for 15 regions and peaking at 750k monthly visits.
- Improved lead auto-routing accuracy from 63.4% to 97.7% (~34 point lift) by unifying 5 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 in first year and lifted engagement +45% avg. session duration (+108% at 90% scroll).

Frontend Developer   **Feb 2022 - Mar 2024**

- Replatformed the website to Next.js, improving scalability and cutting build times by 82% on average while reducing reliance on third-party systems.
- Launched an internal Events system; cut publishing steps from 5 to 2, resulting in 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, cross-functional communication
Technical: JavaScript/TypeScript, React, Next.js, Node, HTML/CSS, Git, Figma, Jira