**Desai Sanghraj**

Austin TX

<https://www.linkedin.com/in/sanghraj-desai-a71225243/>

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Summary

Ecommerce Project Manager with 10+ years of experience. Worked as an agile coach to teach agile/scrum methodology to the entire team of 15 people for an end-to-end solution - writing epic stories, story planning to create stories, backlog planning, sprint planning, project tracking, creating burn down chat and status reporting.

**TECHNICAL PROFILE:**

**Marketing Automations:** Marketo, HubSpot

**E Commerce Platforms:** Oracle HCM, Oracle NetSuite Big commerce, Magento, Open cart, WooCommerce, Seller Cloud, Salsify.

**Advertisement Platforms**: Google AdWords, Facebook Ad Manager, Yahoo Gemini, LinkedIn, Bing.

**Analytical Tools/SEO:** Google Analytics, Google Data Studio, Adobe Omniture, SEM Rush, Google Tag manager, Hotjar, Google Webmasters/Google Search Console, Google Optimize.

**Email Marketing:** Mailchimp, Marketo, Mailjet, Constant contact**.**

**Marketplaces Experience:** Amazon (Seller central, Vendor & FBA), Wayfair Extranet, Hayneedle, ATG Stores.

**CMS**: WordPress, Drupal, Joomla

**CRM:** Oracle NetSuite CRM, Sugar CRM

**Project Management:** Jira, MS project, Basecamp, Click up**.**

# Experience

### E-commerce Project Manager

Cloud BC Labs, Reston, Virginia March- 2019 – Till Date

* Managed three different projects for dot com (.com) from inception to go-live stage.
* Identified Theft Management, which was to build a self-serve portal for a customer to file ID Theft claim where heavy security and SEO requirements were also captured.
* Provided the ability to display a granular level of data usage to the trial customer in a categorized way where security, firewalls, and infrastructure requirements were also captured.
* Created NPS/SRP survey link for a customer to submit the survey so that Verizon Wireless can evaluate and improve customer service.
* Managed all facets of technical projects to ensure deliverables are met within schedule, budget, and KPI goals.
* Worked for High Visibility projects of VZW Ecommerce, Self-Serve & Products Website which is JAVA, XML, SOA and Web Service based.
* Wrote detailed requirements, approach papers/use cases, and documenting process flows.
* Conducted initial research for solutions in the market as needed, and work closely with the Architects in IT and Procurement for evaluation, selection and business use cases.
* Acted as first level of escalation point for issues with any aspect of service delivery; escalate timely to the IT Leader
* Continuously educate customer stakeholders and teams on the IT services, service costs and processes. Also on other major IT priorities, as needed.
* Continuously seek feedback and track satisfaction of customer stakeholders with services provided. And Communicate customer feedback to IT service owners and influence/assist them to improve gaps areas.
* Engage as required by the IT Leader for triage and negotiate in assisting the customer leadership for exploring market/vendors/IT teams and developing business case for various initiatives.
* Managed expectations suitably of customer stakeholders – on timing vs. scope, resource availability, and cost/financial aspects.
* Actively advocate in the customer departments for IT and the value we can add to the IT teams.
* Build strong, collaborative relationships with IT service owners, Product owners/ Scrum teams.
* Understand and document specific business objectives, drivers, high-level needs, priorities and dependencies - for each customer initiative. Communicate and explain timely to IT service owners and teams.
* Maintained up-to-date info on the Technology landscape in context of their services and related processes Technology landscape (software, Licenses, monthly /annual spend, contracts, etc.)

### Project Manager

APTTAD, Troy, Michigan

Feb 2013 – Feb 2019

Area of Operation: Digital Marketing | E commerce Web Performance, Testing & Improvement | Reporting & Analytics

**Responsibilities:**

* Create and execute a strategic and comprehensive advertising and Marketing Roadmap, paid search strategies (Google Shopping Ads, Display network ads, LinkedIn Ads, Bing Ads)
* Drives the marketing strategy and manages the execution of campaigns to all B2B Accounts. Builds and maintains the Marketing calendar. Ensures that marketing sales and profit goals are met or exceeded.
* Optimize B2B channels on Hybris Ecommerce Web Performance including Southwest, United Airlines, Verizon, Coco Cola, Henry Ford, JB Hunt, Courtyard Marriott and several others.
* Identify opportunities and manage lead touchpoints from online and offline advertising, website, social, email marketing.
* Partners with the Creative Team to design email templates, content and clearly communicate promotions Partners with Online Merchandising and Inventory planning to create landing pages for marketing campaigns.
* Maximize web store performance (i.e., conversion rate, average order value, units per transaction), with particular focus on making continuous improvements in: online customer experience, site shop-ability, site search, (SEO)search engine optimization and product optimization.
* Researching and troubleshooting B2B websites analytics and analyzing the data. (Google Analytics)
* Using research and analysis findings to present clear and concise insights to Internal Team at weekly and monthly meetings.
* Performing A/B testing of B2C Hybris Site elements and events to improve website functionality and overall success.
* Conducted initial research for solutions in the market as needed and worked closely with the Architects in IT and Procurement for evaluation, selection and business use cases.
* Acted as first level of escalation point for issues with any aspect of service delivery; escalate timely to the IT Leader
* Managed expectations suitably of customer stakeholders – on timing vs. scope, resource availability, and cost/financial aspects

### IT Project Manager Enterprise Solutions

APTTAD, Troy, Michigan

## Aug 2012 – Jan 2013

**Responsibilities:**

* Managed 25+ Offshore E commerce web Development & redesign projects including web apps.
* Lead the development of website initiatives that reflect the brand strategy, while making it easy for consumers to discover and purchase products through a B2C ecommerce experience for multiple channels.
* Lead, develop, and deliver digital marketing campaigns that increase brand awareness and drive qualified traffic to the company websites.
* Works closely with eCommerce Syndication team members to implement and review base and enhanced copy for online retail use. Track and version control content development and deployment within Salsify & Seller cloud.
* Lead internal project team meetings and meetings with the client.
* Responsible for team management with having 12 people to look after their productivity outcomes, improving their skillset and project monitoring.
* Lead paid media campaigns and channel planning oversee campaign execution by a third party.
* Plan and maintain the budget for all digital marketing programs; measure ongoing effectiveness and ROI for all campaigns.
* Develop an email acquisition program and email promotional campaign program to engage customers on an ongoing basis.
* Nurture the social media strategy to increase customer engagement and brand awareness.
* Identify and manage third-party providers, in collaboration with other departments, to deliver the best results at the best value.
* Partner with the Marketing team to lead the development of ecommerce creative and manage the integration of company-wide marketing and brand campaigns into the ecommerce experience.
* Establish clear goals and expectations, hold myself and others accountable, and cultivate staff for the benefit of the employee and the company.
* Negotiated and closed multi-million-dollar deals with key accounts like UST Global for sales and post-sales support of 1.5M USD.
* Identified and mapped all manual process flows for the current system to formulate logic and design for the new automated system.
* Understand and document specific business objectives, drivers, high-level needs, priorities and dependencies - for each customer initiative. Communicate and explain timely to IT service owners and teams.
* Improved sales efficiency by leading sustainable adoption of a new CRM tool among salespersons in 6 months; redesigned key sales support workflows.
* Managed expectations suitably of customer stakeholders – on timing vs. scope, resource availability, and cost/financial aspects.
* Actively advocate in the customer departments for IT and the value we can add to the IT teams.
* Build strong, collaborative relationships with IT service owners, Product owners/ Scrum teams.
* Understand and document specific business objectives, drivers, high-level needs, priorities and dependencies - for each customer initiative. Communicate and explain timely to IT service owners and teams.

# Education

**HULT International Business School,** Boston MA Master of Science International Marketing

**HULT International Business School,** Boston MA Master of Business Administration

# Certifications

Project Management Professional (PMP) |2014 Stravan Technologies Agile Project Management | 2016 Stravan Technologies

**Awards**

Growth Mindset award 2021 Hult International Business School USA