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Mario Abramovic

Technical Project Manager | Solutions Architect | Platform Integrations Specialist

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TECHNICAL PROJECT LEADER / SOLUTIONS ARCHITECT

- 10+ years of experience leading enterprise SaaS, MarTech, and AdTech programs across data integration, platform enablement, and product delivery.
- Proven success driving stakeholder alignment, onboarding clients, and optimizing API & cloud-based systems that scale to support $1B+ in business impact.
- Strong technical foundation in Python, SQL, APIs, and marketing platforms (Eloqua, Salesforce) with cross-functional leadership in engineering, GTM, and data teams.
- Excels at delivering value through agile frameworks, stakeholder collaboration, and user-focused automation strategies that improve data fidelity, adoption, and performance.

CORE COMPETENCIES

Project Leadership · Agile & Scrum Execution · Stakeholder Engagement · Cross-Functional Collaboration · Technical Onboarding · Data Integrations · RESTful APIs · AdTech/MarTech Platforms · Product Enablement · System Optimization · Strategic Planning · Roadmap Delivery · Program Management · Client Success · Technical Documentation

RELEVANT SKILLS

Data Integrations & Client Enablement

- Built scalable data ingestion systems powering audience targeting, campaign attribution, and marketing automation.
- Architected and maintained pipelines across DSPs and SaaS platforms using REST APIs, SFTP, and secure cloud delivery.
- Provided onboarding and technical support to 30+ enterprise clients using Eloqua and BlueKai, resolving configuration and data delivery issues.
- Translated business requirements into structured implementation roadmaps for demand generation and identity resolution.

Operational Efficiency & Automation

- Reduced client response time by 24+ hours by automating workflows and expanding tool use cases from 5 to 18.
- Boosted postal match accuracy by 46% using Python (pandas) and refined internal matching algorithms.
- Delivered data discrepancy analysis and automation plans that reduced costs by 8% and enhanced visibility for leadership.

Product Ownership & System Optimization

- Led Oracle ID Sync product, achieving a 78% increase in match rates and 18% boost in activation for downstream platforms.
- Monitored and optimized 30+ API integrations using performance metrics and throttling mechanisms.
- Delivered stakeholder-ready PoCs, data flow documentation, and sprint reports to support C-level alignment and feature prioritization.
- Authored and maintained 10+ operational runbooks to support UAT, go-live support, and incident response readiness.

Cross-Functional Collaboration & Stakeholder Engagement

- Conducted 16+ stakeholder interviews to gather technical and business requirements for integrations.
- Partnered with GTM and CS teams to align onboarding timelines with OKRs and platform success metrics.
- Used Jira and Confluence to manage sprints and document workflows across Product, Engineering, and Marketing.
- Trained junior team members on platform architecture and troubleshooting to scale operational support.

TOOLS & TECH STACK

Python, SQL, REST APIs, Postman, Swagger, SFTP, Jira, Confluence, Tableau, Git, Salesforce, Eloqua, OCI, Data Mapping, Identity Graphs, Web Tags (Pixels, Cookies)

WORK HISTORY

Oracle

Technical Project Manager | Senior Solutions Architect, Seattle, WA — Jul 2018 – June 2024

- Designed scalable data delivery pipelines and managed 30+ API integration points to support customer success.
- Led onboarding and integration efforts for major enterprise clients, aligning delivery with roadmap objectives.

Technical Analyst, Toronto, ON — Dec 2014 – Jul 2018

- Provided technical solutions and platform support across identity resolution and campaign delivery platforms.

Peel District School Board

PC/LAN Support Specialist, Mississauga, ON — Sep 2010 – Dec 2014

- Supported internal infrastructure and implemented IT solutions across academic systems.

EDUCATION & CERTIFICATION

Certified Scrum Product Owner (CSPO) – Scrum Alliance, 2024
B.Sc. Equivalency in Computer & Information Systems, 2018
Computer and Networking Diploma, Centennial College, 2010