

PHILLIP DA SILVA-MARQUIS

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PROFESSIONAL SUMMARY

Analytical and detail-oriented Business Analyst with 8+ years of experience delivering enterprise-scale technology solutions, product data operations, and third-party integrations. Proven ability to gather and document requirements, manage Agile projects, lead vendor and system onboarding, and optimize business workflows. Adept at cross-functional collaboration with product, legal, tech, and finance teams to drive business objectives and digital transformation.

CORE COMPETENCIES

- Business Requirements Gathering & Documentation
- Translating Business Requirements into User Stories
- Stakeholder Interviews and Joint-Workshops
- Collaboration with Software Developers
- Agile / Scrum (PSPO I Certified, Udemy), Project Management
- Mentoring Jr. Analysts
- Jira, Asana, Confluence
- System Integrations (Custom Applications, NetSuite, Logicbroker, SFCC, Oracle Commerce Cloud)
- Product Information Management (PIM - Syndigo Riversand)
- Workflow Automation and Process Streamline
- Microsite Deployment & Catalog Syndication
- ADA/SEO Compliance

PROFESSIONAL EXPERIENCE

FlexShopper Inc. – Boca Raton, FL

Nov 2023 – Aug 2025

Project Manager, Merchandising

Mar 2025 – Aug 2025 (Lateral Transition)

- Through interviews and joint-workshops, gathered requirements for all merchandising initiatives including catalog syndication, vendor onboarding, and partner integrations (finance waterfall).
- Defined and created process workflows (Visio) for the company's first Catalog-as-a-Service (CaaS) revenue share program.
- Drafted and negotiated Statements of Work for third party development teams, outlining project scope, deliverables, timelines, and success metrics.

- Co-authored Master Service Agreement for CaaS and collaborated with Legal, Product, and Sales to align business goals.
- Led the launch of category-specific microsites with integrated finance waterfall functionality, driving increased reach and new revenue growth.

Business Systems Analyst / PMO Analyst

Nov 2023 – Mar 2025

- Led Scrum ceremonies (daily standups, backlog refinement, grooming, sprint planning) to promote Agile best practices, team accountability, and consistent delivery cadence.
- Gathered, documented, and translated business requirements into user stories, BRDs, and JIRA work items for development teams.
- Translated business requirements into functional design documents and user stories for a custom back-end rebate system (custom application with UX).
- Led the requirement gathering and BRD creation for the integration of Logicbroker, streamlining vendor onboarding and invoice process, onboarding 35+ vendors.
- Coordinated UAT sessions with stakeholders and resolution for post-launch issues for various enhancements and bug fixes to custom applications (financing at checkout app, in-house order management system, in-house billing system).
- Led requirement gathering and creation of FSD for integration with Logicbroker and NetSuite, enabling automated remittance for accounting to pay vendors.
- Identified and implemented improvements to vendor lifecycle workflows, reducing onboarding timelines and increasing accuracy.
- Supported enhancements to third party waterfall loan application flow and integration with FlexShopper's digital marketplace and proprietary financing payment application.

Pet Supermarket Inc. – Sunrise, FL

Jul 2013 – Jul 2023

Junior Business Analyst

Jan 2021 – Jul 2023 (Promotion)

- Acted as product owner for Syndigo Riversand PIM system; led daily standups and sprint planning within a Scrum team.
- Wrote user stories, coordinated QA, and validated releases to ensure high-quality product enhancements.
- Helped define SQL logic for PIM integration with SFCC (Mulsoft and Azure).
- Onboarded 200+ vendors and scaled product data operations for 14K+ SKUs.
- Managed integrations with SFCC including Feedonomics and BazaarVoice to support omnichannel strategy.
- Liaised between business and development teams for Loyalty program redesign (UX, CX, and System integrations/configuration/master data).

- Identified Loyalty UX and system issues and led technical implementation of bugs.
- Collaborated with merchandising leaders to implement the company's first live animal offerings online, through interviews and joint-workshops.
- Gathered requirements and lightly designed CX for buy-online-pickup-in-store implementation.
- Implemented and lightly managed AutoShip subscription program.
- Served as technical lead and SME for all web product projects and initiatives.
- Provided meticulous QA for ecommerce releases.
- Trained and managed team members on web product data processes (had one direct report).
- Performed mass data updates for various integrations and data cleanses.
- Coordinated with merchandising/marketing teams to deliver monthly product campaigns and initiatives.

Web Catalog Specialist

Aug 2018 – Jan 2021 (Promotion)

- Lead efforts designing and implementing Pet Supermarket's first PIM system (Syndigo Riversand).
- Developed and executed business processes to onboard 150+ new web products per week.
- Responsible for enriching, activating, and maintaining 14k products on petsupermarket.com.
- Responsible for setting up monthly online promotions.
- Provided support and guidance to marketing and merchandising teams.
- Worked effectively in a fast-paced environment.
- Demonstrated respect, friendliness and willingness to help wherever needed.

Digital Marketing Specialist

Oct 2015 – Aug 2018 (Promotion)

- Lead efforts to onboard Oracle Resposys.
- Responsible for email list management (1.5m) and Loyalty customer journeys.
- Planned and conducted IP warm up activities.
- Responsible for creation and implementation of all promotional emails (coding, design, and graphic creation).
- Helped design and implement Loyalty program marketing material and campaigns.
- Implemented and managed 3rd party vendors (Movable Ink).
- Provided data insights for email conversion growth, improving open rate by 30%.
- Co-managed all social media content planning, creation and implementation, showing engagement increases and a website traffic increase of 17%.
- Aided in ADA audit and remediation for petsupermarket.com.
- Essential marketing team member in implementing Responsys Programs, OCC, BrickWorks, and BazaarVoice.
- Valued team member in reinstating legacy marketing initiatives with new management team.
- Aided accounting department with ecommerce chargebacks and other ecommerce matters during accounting audit.

- Lightly managed ecommerce picker in warehouse by aiding with process efficiencies.
- Responsible for updating all PSI web product content, promotional materials, and general site maintenance.

Ecommerce Specialist

Jul 2015 – Aug 2015 (Promotion)

- Responsible for picking, packing, and shipping all petsupermarket.com web orders.
- Managed Amazon Seller account and worked with customer service to mitigate customer issues.
- Key team member in migrating legacy website to new web platform (Big Commerce).
- Project lead in redesigning petsupermarket.com, working closely with merchandising and marketing stakeholders.
- Implemented first “Christmas Web Store” driving new value for online customers.
- Implemented faceted search capabilities on petsupermarket.com with data enhancements.

Sales Associate

Jul 2013 – Apr 2015

- Provided world class customer service assisting customers with extensive product knowledge with a focus on solving customer issues as well as reaching sales goals.
- Build genuine relationships with customers.

EDUCATION

Bachelor of Arts in Communication & English Florida Atlantic University, Boca Raton, FL

CERTIFICATIONS

Professional Scrum Product Owner I (PSPO I) – Udemy, 2023