

Phillip Da Silva-Marquis

Fort Lauderdale, FL | marquisphill@yahoo.com | [Portfolio](#) | [LinkedIn](#)

Professional Summary

Product Owner-oriented Business Systems Analyst & Project Manager with 8+ years of experience delivering enterprise-scale software solutions, vendor integrations, and product data operations. Skilled in Agile/Scrum practices, backlog refinement, and stakeholder communication across international teams. Proven record of translating requirements into scalable systems, designing intuitive user experiences, and reducing inefficiencies in e-commerce and fintech environments. Certified PSPO I (Udemy).

Core Competencies

- Interpersonal and Customer Service: Skilled at **forming trust with stakeholders** and serving their business.
- Written and Spoken Communication: Wrote SOPs and MSA sections for custom CaaS implementation.
- Troubleshooted all API based dropship software errors (Logicbroker)
- Organizational: Managed **multiple projects simultaneously** (CaaS, Financial Waterfall implementations, Launching microsites).
- Agile & Product Ownership: Scrum (PSPO I – Udemy), **backlog management**, sprint planning, refinement & reviews
- Business Analysis: Requirements gathering, BRDs/FSDs, UAT, user stories, stakeholder workshops
- Systems & Integrations: Logicbroker, NetSuite, Syndigo Riversand, SFCC, Oracle Commerce Cloud
- UI/UX & Optimization: **Prototyping**, catalog syndication, workflow automation, microsite deployment
- Collaboration & Leadership: **Cross-functional team facilitation**, vendor onboarding, mentoring junior analysts

Tools: Jira, Confluence, Asana, Microsoft Office Suite

Professional Experience

FlexShopper Inc. – Boca Raton, FL - 2 years

Project Manager, Merchandising | Mar 2025 – Aug 2025 (Promoted)

Business Systems Analyst / PMO Analyst | Nov 2023 – Mar 2025

- Project and Backlog Management: Developed and **prioritized large development backlog** for merchandising initiatives, launching a custom backend-rebate application, allowing rebate program to scale.
- **Collaborated with development teams, QA, and Scrum Master** to build and evaluate new features for Logicbroker, FlexShopper digital marketplace, and custom lease management system.
- On a monthly basis, **presented to the CEO Logicbroker roadmap**, latest enhancements, and proposals for new enhancements.
- **Lead and participated in all Scrum ceremonies** for 3 dev teams, including refinement meetings, sprint planning, reviews, and retrospectives, while advocating for the process to stakeholders for adoption.
- Performed user and **product research** for Logicbroker, identifying process and utilization gaps, increasing vendor onboarding speed by 60%.

- Created and critiqued **UI/UX** artifacts guiding the development team, ensuring merchandising could easily utilize the custom backend-rebate system.
 - Motivated merchandising team and development teams through the Logicbroker integration, **successfully launching a new order management system**, increasing vendor acquisition and more accurate invoicing.
 - Coordinated UAT sessions with cross-functional teams, identifying defects pre-launch and accelerating resolution of post-deployment issues across billing and order systems.
 - **Authored BRDs/FSDs** for Logicbroker and custom app integrations, reducing manual remittance and enabling automated vendor payments.
 - **Onboarded 35+ vendors** by streamlining catalog, order, and invoice workflows, cutting onboarding cycle from 6 weeks to 2 weeks.
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Pet Supermarket Inc. – Sunrise, FL - 10 years

Junior Business Analyst | Jan 2021 – Jul 2023 (Promoted)

Web Catalog Specialist | Aug 2018 – Jan 2021 (Promoted)

Digital Marketing Specialist | Oct 2015 – Aug 2018 (Promoted)

Ecommerce Specialist (2015) (Promoted)

Sales Associate (2013–2015)

- Acted as **Product Owner for Syndigo Riversand PIM**, leading backlog refinement and sprint planning to deliver scalable product data operations.
 - Onboarded 200+ vendors into PIM workflows, supporting 14K+ SKUs across omnichannel platforms.
 - Defined SQL logic for PIM–SFCC integration, **improving product data accuracy** across online and store systems.
 - Redesigned loyalty program and launched AutoShip service, **enhancing customer retention** and subscription revenue.
 - **Mentored and trained** one direct report on web product data processes, improving team accuracy and consistency.
 - Implemented **Pet Supermarket's first PIM system**, establishing scalable processes for 150+ weekly product onboardings.
 - Maintained 14K+ products online and coordinated promotions to ensure timely campaigns.
 - **Implemented Oracle Responsys for a 1.5M-member email list**, boosting open rates by 30% through optimized customer journeys.
 - Co-managed social media campaigns, increasing website traffic by 17%.
 - Developed loyalty campaigns and ensured ADA compliance, expanding accessible customer engagement.
 - Managed Amazon Seller account, supported migration to BigCommerce, and led a site redesign.
 - Delivered customer service and consistently exceeded sales goals.
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Education & Certifications

- B.A. in Communication & English, Florida Atlantic University
- Professional Scrum Product Owner I (PSPO I) – Udemy, 2023
- Studying for PSM1 from [scrum.org](https://www.scrum.org)

Side Projects

- **Professional Portfolio Website** – Building and maintaining a personal portfolio site from scratch, showcasing case studies, project achievements, and technical skills. Focused on clean UX, responsive design, and clear storytelling for professional branding.
- **Domain-Specific AI Framework for Memoir Project** – Designing a structured database and query framework to capture and organize unstructured family history. Leveraging AI to not only retrieve information but also generate rich, fact-based narratives in a chosen voice and tone, transforming raw reflections into interactive, story-driven content.
- **South Florida Tech Hub Hackathon (2025)** – Collaborated with a cross-functional team in a 48-hour hackathon to design and build an AI relocation insights app (“SoFlo Atlas”). **Awarded Best Use of AI**, demonstrating rapid prototyping, innovation under pressure, and teamwork to deliver a functional product in just two days.