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## Digital Operations Manager / Business Analyst

Solutions-driven Digital Operations Manager / Business Analyst with experience collaborating with cross-functional teams to define, launch and manage **IT applications, E-commerce and Fundraising websites, CRM and CMS platforms, and operational processes.**

Detail-oriented, and passionate about understanding business needs to deliver project and program goals and objectives, with a **track record for delivering measurably successful results.**

### SKILLS

Business Requirements:	<b>Advanced</b>	Data Maps:	<b>Intermediate</b>	Collaboration:	<b>Expert</b>
Operations Management:	<b>Advanced</b>	Data Analysis:	<b>Intermediate</b>	Communication:	<b>Advanced</b>
Business Analysis:	<b>Intermediate</b>	Process Maps:	<b>Advanced</b>	Problem Solving:	<b>Advanced</b>

### SOFTWARE & APPLICATIONS

MS Office 365, Visio, Project, PowerPoint, SharePoint, Excel, Access, SQL, Dynamics 365, Power BI, Azure | Salesforce

E-commerce/CMS: ATG Commerce, Magento, Shopify, OpenCart, Interwoven TeamSite, WordPress/WooCommerce

Nonprofit Fundraising Platforms: Blackbaud Luminate, Raiser's Edge 7; FrontStream; CanadaHelps; Mission CRM

Web Development: HTML5, SEO, JavaScript, CSS, Bootstrap | Technologies: ASP.NET, API's, Web Services, XML, EDI

## Professional Experience

**Digital / E-commerce Consultant, RBM Consulting** – Toronto, ON

**2018 – present**

Provide B2C E-commerce site development and Digital solutions, strategy and execution. **Highlights:**

- Evaluated [EuroHome Decor](#) website's product categorizations, meta-data and internal and organic search results. Provided SEO solutions and updated the site's search functionality to enhance search results. Their site popularity rank has tripled since August 2019, and as of June 2022 **have consistently reached Google's top 10 results for 'wallpaper toronto' searches.**
- The **Huntsville/Lake of Bays Chamber of Commerce** operate 2 complimentary WordPress websites that had multiple references of similar content across the sites causing duplicate content issues for search engines in addition to usability issues. I created requirements to implement a WordPress Multisite Network allowing the sites to share content and be treated as separate sites by search engines. [Chamber of Commerce business directory website](#) | [Chamber of Commerce tourism website](#)

**Junior Associate (Fundraising Consultant), S. Sutton & Associates Inc.** – Toronto, ON

**2019 – 2020**

- Member of the proposal/pricing team for web and digital application projects for non-profit / charitable clients. **Created detailed scope/budget documents outlining proposed technical solutions and operational processes** for replies to Request for Proposals.
- Consulted on clients' projects, including data analytics for the US Green Party's 2020 marketing campaign initiatives. Analyzed donation records and segmented donor groups to create corresponding marketing lists based on target donor profiles for campaigns.

**CRM Project Manager / Business Analyst, Doctors Without Borders Canada** – Toronto, ON

**2017 – 2018 (contract)**

Managed CRM projects and a review of the Fundraising team's digital ecosystem, business processes, and vendor relationships.

- Facilitated stakeholder workshops, gathered, documented, and led the analysis of the multi-channel end-to-end fundraising processes. Created **detailed flow maps, business process models, and data / system integration maps** for internal and vendor applications.
- **Audited the processes, compiled variances, initiated change requests, documented future requirements, and created a standardized file format to eliminate vendor specific data processing rules, reduce error handling, and produce consistent reports per program.**
- Collaborated with the data processing vendor to develop a Tax Receipting project plan template and managed the 2017 project. We delivered ~140k email and print tax receipts, completed the project in 25% less time (1 month) than the 2016 project, and the Donor Relations team received almost 60% less donor receipt inquiries from Feb to May compared to the previous year.

**IT Project Manager, Deloitte Canada (formerly Cornerstone Group of Companies)** – Toronto, ON

**2016 – 2017 (contract)**

- Partnered with the Fundraising Services and Database Marketing teams and clients to implement development projects for custom marketing CRM databases and donation processing applications within an Agile and structured PMO environment.
- Met with the Steering Committee monthly to assess all project timelines, risks, and resource allocations, and weekly with the departments to ensure all deliverables were met. **Launched 85% of projects on time, including:** a data migration / integration project of Hyundai Canada's customers' and prospects' sales, marketing, and service data into an integrated communications, analytics, and marketing automation CRM application with custom SAS reports.

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**Web Application Architect / Support Analyst, Heart and Stroke Foundation – Toronto, ON****2013 – 2016 (contract)**

Managed website functionality, development, and technical support for the Foundation's fundraising websites on cloud-based platforms.

- **Lead admin.** Researched and altered the platform's configuration options to customize the websites' architecture and CRM features.
  - Collaborated with business teams to develop their website requirements, created project and test plans, and managed the site builds.
  - Created custom report templates and user guides for the Business, Finance and Tech Support teams, and trained all teams.
  - **Managed the implementation of 50+ yearly fundraising sites and launched approximately 90% of the sites on time.**
  - **Implemented a Duplicate Management module that automatically flagged and/or merged possible duplicate constituent records. 7% of the contact records were duplicates and merged at launch, and an average of 4% of new records were merged per week.**
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**Digital / E-commerce Business Consultant – Toronto, ON****2010 – 2013**

Self-employed consultant: Provided E-commerce and Digital Media solutions, strategy and execution; site architecture and development, and product marketing for websites and mobile devices. Some Projects included:

- **Developed a 1-year online marketing plan proposal** for a home décor manufacturer's new Direct-to-Consumer (D2C) E-commerce website through a mix of online advertising, email marketing, promotions, and Social Media campaigns. [www.wallsrepublic.com](http://www.wallsrepublic.com).
  - **Researched digital strategies** and provided business plan guidance and financial budgets to a venture developing an iPad B2C E-commerce comic book portal.
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**E-commerce Product Catalogue Consultant, Rogers Communications Inc. – Toronto, ON****2008 – 2010 (contract)**

**Enhanced** the rogers.com sales funnel for Wireless Small/Medium business customers, and **the Self-Service funnel** allowing all customers to **upgrade their account services in real-time.**

- Assessed the website code and catalogue data, documented problems, and fixed the website HTML code and business rules to enhance the sales and Self-Service funnels and created and ran SQL scripts for the large-scale catalogue updates.
  - Collaborated with the E-Commerce Content team and the offshore IT Operations team to manage all product and promotional launches and updates, post implementation.
  - Created a product catalogue manual for the E-Commerce Content team, and a technical specifications document for the offshore IT Operations team. Trained both teams to transition the website sales operations and application maintenance to the group.
  - **Achieved a 35% increase in monthly Self-Service transactions over 18 months, and a 6% year-over-year increase in product sales.**
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**Hardware Product Marketing Manager, XM Satellite Radio Inc. – Toronto, ON****2006 – 2007**

Collaborated with XM U.S., OEM hardware partners, Canadian distributors, graphic design vendors, and offshore factories to manage the production and distribution of satellite radios and accessories for Canada.

- Created competitive comparison documents (XM versus Sirius), product sales sheets, training materials for XM's distributors, retailers, and business teams, and conducted quarterly product presentations for business teams and the Retail Field Representatives.
  - Defined the training modules and created content for XM's **e-Learning portal** that enabled retail partners' sales employees to become trained and certified to sell XM's products and services.
  - **Managed a \$1M hardware budget and successfully launched 7 satellite radios over 18 months on budget and schedule.**
  - **Led the redesign/standardization of product packaging artwork, reducing final production timelines and cost by roughly 30%.**
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**Wireless E-commerce Product Manager / Business Analyst, Rogers Communications Inc. – Toronto, ON****1999 – 2006**

**Managed the end-to-end user experience** for Wireless product and service sales and support on [rogers.com](http://rogers.com).

- **Created business and functional requirements** for the [www.rogers.com/wireless](http://www.rogers.com/wireless) B2C / B2B sales funnels and payment processing options; Self-Service funnels for account upgrades; custom product catalogue and CRM modules; and the 3PL Fulfillment vendors' (UPS Logistics and Resolve Corp) operational processes and functional / data integration requirements.
  - Collaborated with stakeholders across Finance, Legal, Customer Service, and Logistics to create the Customer Service operational processes, and the E-commerce anti-fraud processes and procedures including an **automated fraud detection application.**
  - E-commerce representative on all cross-functional product launch teams for key strategic projects. Collaborated with team members to create online and operational processes, developed project plans and managed the implementations.
  - Managed sales, content management and catalogue operations, and oversaw the team's Marketing, Fraud, and Fulfilment Analysts.
  - **Achieved a 13% yearly average increase in revenues, and a 5% yearly average increase in items sold.**
  - **Averaged ~ \$400,000 per month in Wireless price plan gross revenues, through combined phone and price plan purchases.**
  - **Achieved a 6% average year-over-year decline in the number of chargebacks and stopped an average of \$230,000 per year in purchases that were investigated and confirmed to be fraudulent.**
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**Education:** Honours B.Sc., Mathematics and Physics (double major) University of Toronto

**Additional:** Introduction to Microeconomics | Introduction to Macroeconomics  
Canadian Securities Course  
Blackbaud Raisers Edge Fundamentals Certification

**Ryerson University, Continuing Education**  
**Canadian Securities Institute**  
**Blackbaud University**