Robert Hernandez

IT PROJECT MANAGER | eCOMMERCE | DATA ANALYTICS

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Profile

IT Project Manager with over 8 years of experience managing development teams focused on eCommerce and data analytics for Retail companies. I have proven skills in leading multidisciplinary teams, problem solving, and managing eCommerce platforms and marketplaces.

Experience

Freelancer <check my *Portfolio*>
Project Manager, eCommerce Specialist, Front-end Developer.
may 2016 – Present.

I have supported the design, development and implementation of digital projects for different brands, including:

- *Pia Luketti*, Sportswear retail, I developed eCommerce and digital marketing strategies.
- *En Corto Venezuela*, sportswear brand, I developed and implemented the eCommerce platform.
- *Grupo Aika*, home accessories retail, I developed the eCommerce platform.

Atenas Grupo Consultor (Market research)
Project Development Manager
aug 2022 – feb 2023

• I led the planning and management of IT projects, including migration to the cloud, which resulted in a 15% savings in IT spending (OPEX).

• I supervised a multidisciplinary team in software development, UX/UI design and data analytics, implementing emerging technologies (Cloud) under agile methodologies (Scrum). 10 people.

• I have extensive knowledge of the variables that drive the Retail industry: market share, penetration, sales volume/units/value, groupings by: SKU, categories, geographic areas and socio-economic profiles.

Tiendas Beco (Retail stores)
Head of Digital Channels
mar 2021 – may 2022

• I managed to optimize internal processes and inventory management under Marketplace and Dropshipping models, improving logistics and shipments nationwide, reducing the maximum delivery time for orders to 24 hours.

• I developed commercial strategies to maximize traffic and increase sales by 30% annually.

• I supervised the improvements to the eCommerce platform, including UX/UI design.

• I have extensive knowledge of the factors that determine the success of an eCommerce: traffic, conversion rate, average ticket, purchase frequency, LTV, product assortment, inventories, etc.

Tiendas IVOO (Retail stores chain)
eCommerce Project Manager
jul 2020 – feb 2021

• Responsible for the entire eCommerce structure: back-office, sales, logistics, warehouse and transportation.

• Implemented DCs, distribution centers and fulfillment nationwide.

• Competitor analysis: delivery, rates, pick-ups, promotions and other commercial strategies.

• Designed the integrations between SAP and Back-end (WooCommerce)

• Performed the requirements analysis for the implementation of the Magento Platform.

Education

North China University of Technology in Beijing. (NCUT)
Global MBA
Jul-2014

Santa Maria University
Bachelor in Business Administration
Jan-2009

IUTIRLA
Higher Technician in Computer Science (Esp.: Software Development)
Jul-1995

Skills

• Communication	• Project management	• HTML – CSS - JavaScript	• Jira – Trello
• Adaptability	• Agile – Scrum	• React.js – Next.js	• Slack – Notion
• Active listening	• Software development	• Node.js – Express.js	• Git – GitHub
• Empathy	• Data analysis and ETL	• Python – Jupiter	• Visual Studio Code
• Time management	• E-commerce	• SQL Server – MySQL	• AWS – Cloudflare
• Innovation	• WooCommerce - Shopify	• Machine Learning	• Docker y Kubernetes

Certificaciones

- Diploma in Retail Management, CIAP-UCAB, 2022
- Diploma in Fashion Business and Brand Management, CIAP-UCAB, 2021
- Diploma in Marketing Digital, Internet Institute, 2018

Idiomas

- Español (Nativo)
- 中文（一点）Chinese
- English (B2)

Featured Projects

- *En Corto Venezuela*: I implemented WooCommerce and logically organized inventories.
- *AutoApp*: I conceptualized/designed an *App* for the automotive industry. UX Wireframes with Figma.
- *ProcessSimulator*: I developed a process queue manager and load balancer software. *JavaScript*.
- *Retailcore*: I designed processes and data structures for retail market statistics. *Python, MySQL*
- *Préstame Mercantil*: I designed and developed this product for Banco Mercantil Credit Cards.
- *Behavior Score*: Developed and implemented Decision Tree algorithms in Credit Cards.