

LUIS MELENDEZ JR.

DIGITAL PROJECT MANAGER | DIGITAL MARKETING MANAGER | E-COMMERCE

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OBJECTIVE

Highly experienced Digital Project Manager and E-Commerce Digital Marketing Manager with 15+ years of proven success leading software and eCommerce development projects across the **United States, United Kingdom, and United Arab Emirates**. Experienced in delivering digital initiatives that connect technology, customer experience, eCommerce, and marketing to drive **growth, engagement, revenue, and operational performance**. Brings a broad, hands-on skill set spanning **Digital Project Management & Delivery (Agile, Jira, Confluence)**, **eCommerce, Web Analytics (Google Analytics, KISSmetrics)**, **CMS Content Management, Product Merchandising, Digital Marketing (PPC, SEO, Social, Video)**, and **Email Marketing (CRM & Automation)**. Ideally suited to **medium-to-large online retail businesses and digital organisations** seeking an experienced professional who can bridge business objectives, technology, marketing, and delivery.

WORK EXPERIENCE (SUMMARY)

Lead, Digital Strategy & Transformation (Volunteer) , <i>National Association for Esoteric Healing</i>	Aug 2024 – Present
Member Board of Directors (Volunteer) , <i>National Association for Esoteric Healing</i>	Apr 2024 – Present
Ordained Minister, Spiritual Healer & Transpersonal Hypnotherapist (Remote) , <i>Silence Speaks, NYC, USA</i>	Nov 2023 – Present
Ecommerce Project Manager (Remote) , <i>MilliporeSigma, Burlington, MA, USA</i>	May 2022 – Oct 2023
Ecommerce Manager (Remote) , <i>Cadman Capital Group, Northampton, UK</i>	Jun 2020 – Feb 2022
Delivery Manager (Permanent) , <i>Synechron, Abu Dhabi, United Arab Emirates</i>	Sep 2019 – March 2020
Digital Project Manager (Permanent) , <i>Synechron, New York City, USA</i>	Nov 2018 – Sep 2019
Ecommerce and Digital Marketing Manager (Permanent) , <i>Minx NY, New York City, USA</i>	Feb 2018 – Apr 2018
Ecommerce & Retail Systems Manager (Permanent) , <i>The Deltic Group, Milton Keynes, UK</i>	Apr 2016 – Jan 2018
Digital Analytics Consultant (Contract) , <i>Howdens Joinery Co, Northampton, UK</i>	Mar 2016 – Apr 2016
Digital Project Manager (Permanent) , <i>RSM The Agency, Milton Keynes, UK</i>	Sep 2015 – Feb 2016
Digital Marketing Manager (Permanent) , <i>Todd Doors, Northolt, West London, UK</i>	Jun 2015 – Jun 2015
Email Marketing Manager (Contract) , <i>Rohan Designs, Milton Keynes, UK</i>	Feb 2014 – May 2015
Digital Conversion Manager (Contract) , <i>World Vision UK, Milton Keynes, UK</i>	Sep 2013 – Feb 14, 2014
Ecommerce Manager (Contract) , <i>The Cashmere Centre, Milton Keynes, UK</i>	Nov 2010 – Sep 2013
Website Designer and Ecommerce Consultant (Freelance) , <i>Silence Speaks Media, Buckingham, UK</i>	2007 – 2010
GIS Technician (Contract) , <i>QC DATA, Hinckley, Leicestershire, UK</i>	2004 – 2005
Senior IT Systems Administrator , <i>SAIC, R.A.F. Molesworth, UK</i>	2000 – 2002
Engineer, Field Support , <i>LMTO, R.A.F. Molesworth, UK</i>	1999 – 2000
Intelligence Analyst, Team Leader , <i>U.S. Army, R.A.F. Molesworth, UK</i>	1997 – 1999
Intelligence Analyst , <i>U.S. Army, Various</i>	1994 – 1997
Electronics Technician , <i>ADEMCO, Syosset, NY, USA</i>	1990 – 1993

INFORMATION TECHNOLOGY

Digital Projects:	Mobile Apps, CMS Websites, Ecommerce, IBM BPM, Web Analytics, SEO/PPC/SMM
Ecommerce:	Shopify, Magento, WordPress, Drupal, Sitelink, Ablecommerce (ASP.NET), Concrete5
ERP:	Netsuite, Odoo, Salesforce
Email Marketing:	Exact Target, Responsys, Campaign Monitor, Smart Focus, DotMailer, Mail Chimp, Adestra
Web Metrics:	Google Analytics, KISSMetrics, Dash This
SEO /PPC Analysis:	MOZ, HREFS, Semrush, WebCEO, SEO PowerSuite
Adobe Creative Suite:	Dreamweaver, Fireworks, Photoshop, Illustrator, Premiere Pro
Microsoft:	MS Word, MS Excel, MS Access, MS PowerPoint

EDUCATION

Certified Scrum Product Owner , <i>Scrum Alliance</i>	2022
MSc (Hons) Transpersonal Psychology and Consciousness Studies , <i>University of Northampton</i>	2012 – 2017
BSc (Hons) in Traditional Chinese Acupuncture , <i>University of Portsmouth</i>	2006 – 2010
BSc in Business Information Systems , <i>University of Nebraska</i>	2001 – 2002