

MIKE CRISTANCHO

SENIOR PROJECT MANAGER / MBA

LINKEDIN: /in/mikecristancho/

PROFILE

I am a strong believer that learning never ends and each day brings another opportunity to grow as an individual and professional. I have confidence in my experience and expertise to add value to companies I work with and for.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA) / Strategic Business and Information Systems
Georgia Southern Univ. | 2011 - 2013

Achievements/Certifications:
- Certificate for the Management Development Series
- Member of the American Marketing Association

BACHELOR OF BUSINESS ADMINISTRATION (BBA) / Information Systems
Georgia Southern Univ. | 2006 - 2010

Achievements/Certifications:
- SAP Certificate (SAP AG, SAP America)
- Microsoft Office Specialist Certification (MOS - Excel, PPT, Word, etc)

PROFESSIONAL CERTIFICATIONS

- Magento Certified Solutions Specialist
- Hootsuite Social Marketing Certification
- Email Marketing Certification (Hubspot)
- Shopify Expert

PROFESSIONAL EXPERIENCE

SENIOR PROJECT MANAGER

Gauge Interactive | 2013 - 2017

- Plan, organize, and motivate project teams to achieve a high level of performance and quality in delivering very complex eCommerce/IT projects focused on providing exceptional business value to merchants and business stakeholders
- Lead on-site discovery, operations systems review, project planning and project kick-offs
- Team Lead for the Project and Account Managers department including 6 direct reports and a Production department of 15 staff members
- Managed effective Production with performance and capacity metrics based on the Agile and Waterfall methodologies, turn around time, and client satisfaction
- Member of the Leadership Team (1 of 3 general team members), designed to guide corporate policy and be a voice for my department within the company as a whole.
- Actively provide data-based insights and execution within the Sales (inside/outside), Human Resources, Marketing, Finance, Operations, and Technology Infrastructure departments
- Managed projects and relationships for Swarovski, Carlo's Bakery, Rebecca Minkoff, MOSCOT, OldTimeCandy.com, WMF, Savannah Bee Co., Nicole Miller, Bell Plantation, Great Dane, etc.

GRADUATE ASSISTANT @ OFFICE OF STUDENT ACTIVITIES

Georgia Southern University | 2011 - 2013

- Grew opportunities for involvement among college community 53% while assisting in planning and coordinating of annual events, series, and premiere events
- Led the launch of the new University Programming Board and Student Organization Area Restructure for over 320 unique student organizations
- Created and maintained a marketing image and brand of programming board and its events and members by utilizing digital and print media, website, and social channels

ECOMMERCE LOGISTICS & SHIPPING MANAGER

Via Cristalina | 2003 - 2008

- Managed eCommerce platform to monetize the store domestically (USA) while working as a link between customers, vendors, sales, warehousing, accounting, & marketing
- Provided quality assurance of 1,000+ inventory and warehouse products
- Managed the receiving of inbound product and the fulfillment of outbound shipments
- Prepared detailed marketing intelligence reports and consumer tendencies/analytics leverage web tools such as Google Analytics

see linkedin for more detailed information

SKILLS

Project Management	████████████████████
Web Development	██████████████████
eCommerce	██████████████████
Business Analysis	██████████████████
Digital Marketing	██████████████████
Inside/Outside Sales	██████████████████
Leadership	██████████████████
Public Speaking	██████████████████
Business Operations	██████████████████

EXPERIENCE WITH

Magento, Shopify, BigCommerce, eBay, Amazon, SAP, Salesforce, various CRMs, WordPress, PIMs, Mailchimp (and other ESPs), Hubspot, ShipStation, Zendesk, Hotjar, various IMSs, POS Systems, Quickbooks, various OMSs, Optimizely, Google Suite, various Hosting Companies, various CDN solutions and PM softwares

CONTACT

1147 Cason Lane, Murfreesboro Tennessee 37128
t: 305 924 2075
e: mikecristancho@gmail.com
li: linkedin.com/in/mikecristancho/