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Technical Project Manager | Digital Transformation Leader

AI Delivery | MarTech Strategy | Enterprise Scaling

SUMMARY

Results-driven Digital Transformation Leader with 12+ years delivering high-impact AI and enterprise technology solutions. Orchestrated \$10M+ project portfolios for global brands (Dubai Tourism, ADGM, Six Flags Qiddiya City, SAB, Bissell), scaling digital platforms to 1.5M+ users while reducing implementation timelines by 30% and driving 15% operational efficiency gains. PMP certified technical strategist bridging business vision and engineering execution.

CERTIFICATIONS & AWARDS

- Optimizely OMVP (2025)
- Project Management Professional (PMP) Certified (2022)
- Google Analytics Certified (2023)
- Oracle Eloqua CX Marketing 2020 Certified
- Sitecore MVP (2018)
- Sitecore XP 9 Website Development Certified (2016)
- Microsoft Certified Professional (2015)

PROFESSIONAL EXPERIENCE

Technical Project Manager

Gravitas | Dubai, UAE

May 2024 – Present

- Successfully led execution and on-time delivery of 5 complex enterprise projects valued at over \$3M+, ensuring scope, schedule, and budget adherence
- Collaborated with cross-functional teams and stakeholders to drive enterprise-level digital transformation initiatives, enhancing organizational capability and client delivery outcomes
- Spearheaded preparation and submission of 10+ high-value RFPs, achieving a 30% increase in successful project acquisitions
- Provided strategic oversight on solution design and delivery roadmaps, strengthening client relationships and enhancing organizational capability
- Delivered high-impact AI Virtual Concierge project by bridging business requirements and technical development and supporting the team in building efficient AI-powered solutions

Technical Lead

Impact Proximity | Dubai, UAE

July 2023 – April 2024

- Led execution and on-time completion of 4 complex technical projects
- Analyzed and streamlined business processes, resulting in 15% increase in operational efficiency
- Led development, preparation, and submission of 5+ RFPs, resulting in 20% increase in successful project acquisitions

Technical Project Manager

AmericanEagle.com | Dubai, UAE

February 2023 – July 2023

- Orchestrated team of 3 software engineers, 2 designers, and 2 copywriters, delivering 2 complex projects on time and within budget
- Managed project milestones and prioritized product backlog using Jira and Confluence, achieving 30% improvement in task completion rate
- Effectively coordinated change requests and product backlog prioritization, leading to 25% improvement in project efficiency

Digital Experience Manager

Impact Proximity | Client: Dubai Tourism | Dubai, UAE

April 2017 – February 2023

- Drove technical delivery of Dubai Tourism's digital products, achieving 25% increase in web and mobile traffic
- Scaled user database from 200K to 1.5M users in 4 years, enabling targeted marketing and personalization strategies
- Created user stories in Azure DevOps, resulting in 50% increase in team productivity and facilitating sprint planning based on critical business priorities
- Integrated and optimized third-party platforms including Akamai, XTM, Eloqua, Salesforce, Google Analytics, and Algolia, achieving 25% system efficiency gain

Senior Sitecore Developer

Mirum Agency | Client: Dubai Tourism | Dubai, UAE

October 2016 – April 2017

- Spearheaded development and implementation of third-party integrations on Sitecore CMS 7.0 including social login, Skyscanner, Google Maps, Olapic, and XTM
- Translated business requirements into actionable development tasks, resulting in 80% reduction in post-implementation change requests
- Incorporated product design principles and improved development processes, achieving 20% increase in user engagement

Sitecore Developer

Horizontal Digital | Vadodara, India

May 2014 – October 2016

- Developed highly functional eCommerce website using Sitecore Content Management System 8.2, delivering seamless online customer experience
- Created comprehensive functional user guides for QA team, reducing testing time by 40%
- Executed seamless deployments across QA, UAT, and Production environments, achieving 25% reduction in deployment-related issues

EDUCATION

Master of Science in Software Technologies

Maharaja Sayajirao University of Baroda | 2012 – 2014

Bachelor of Computer Application

Maharaja Sayajirao University of Baroda | 2010 – 2012

CORE COMPETENCIES

Project & Delivery Management

Project Management | Agile Delivery | Scrum Master | Product Ownership | Backlog Prioritization | Stakeholder Management | User Story Development | Sprint Planning | Risk Management | Budget Management | Software Development Lifecycle

Marketing Technology & Platforms

Salesforce Marketing Cloud | Oracle Eloqua | Google Analytics | Tealium Tag Management | Digital Marketing | SEO | Marketing Automation | CRM Integration | Customer Data Platforms

Technical Development & Integration

Microsoft Azure | Azure DevOps | .NET Framework | JavaScript | React.js | jQuery | CSS | HTML5 | SQL | API Integration | Microservices | CI/CD | Cloud Architecture

Content Management Systems

Sitecore | Optimizely | Strapi | Headless CMS | Content Strategy | Digital Asset Management

Tools & Collaboration

Jira | Confluence | Azure DevOps | Microsoft Projects | Smartsheet | Slack | Microsoft Teams | Git | Jenkins | Postman

KEY PROJECTS

- ADGM (Abu Dhabi Global Market) – www.adgm.com
- Visit Dubai Tourism Portal – www.visitdubai.com
- Dubai Tourism Government Portal – www.dubaitourism.gov.ae
- Six Flags Qiddiya City – sixflagsqiddiyacity.com
- Zand Digital Bank – www.zand.ae
- Fly Beond Airlines – www.flybeond.com
- Saudi Ministry of Tourism – www.mt.gov.sa
- Bissell eCommerce – www.bissell.com
- KGC Corporation – www.kgc.com