

ROLAND VELAZQUEZ

Experienced marketing professional with a blend of web design, branding, and IT expertise. 21-Years of proven leadership in digital strategy and project management, combined with a strong analytical approach.

EDUCATION

B. A.

Architecture

Miami Dade College
2002-2004

SKILLS

Digital Marketing

Auditing
Data Analysis
Online Advertising
Project Management
Branding & Identity

Web Design & Dev

User Experience Design
Web Design
Web Development
Team Leadership
SaaS

MOST PROUD OF

Transitioned pr.business Website Division from Wix to WordPress

Managed a \$2.2 million revenue desk at Anixter, achieving the highest increased gross margin companywide for 2018

Managed a team of 13 at pr.business

EXPERIENCE

JUL 2022 - PRESENT | BYLINE BANK | CHICAGO/REMOTE

Officer UX Website Marketer

- Led Byline's digital roadmap, optimizing SEO, UX/UI and ensuring ADA compliance.
- Managed Datorama integration within Salesforce; enhanced website performance using data insights.
- Collaborated with business lines, streamlined digital tactics, and managed campaign landing pages.

MAR 2021 - JUL 2022 | PR.BUSINESS/VENDASTA | BOCA RATON

Senior WordPress Developer

- Spearheaded the transition from Wix to WordPress using Elementor, Plesk, and Google Cloud servers, optimizing the website infrastructure.
- Led a diverse team of 13, encompassing Webmasters, Developers, Designers, Copywriters, and an Onboarder, ensuring cohesive web development and content production.
- Established SEO standards, implemented a rigorous 30-point quality control system, and streamlined client onboarding via FormAssembly form integration into Salesforce CRM.

JUL 2020 - MAR 2021 | PR.BUSINESS/VENDASTA | BOCA RATON

Senior Webmaster

- Championed project management for web development, emphasizing user experience optimization and overall website health.
- Innovated departmental tools targeting enhanced site management and server tool functionality.
- Crafted SEO-centric content and played a pivotal role in the testing, research, and development of new products.

NOV 2019 - JUL 2020 | PR.BUSINESS/VENDASTA | BOCA RATON

Digital Marketing Manager

- Redesigned the onboarding process, collaborating with leading onboarding technologies to alleviate strains on customer service roles.
- Revolutionized client call processes, slashing average call durations by half from 1 hour to just 30 minutes.
- Acted as the primary contact for high-stakes E-Commerce and high-profile clients.

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ORGANIZATIONS

2017 - PRESENT

BMI

Member

2001 - 2004

International Thespian Society

Member

AWARDS & RECOGNITION

2022

Byline Bank, Recognized for contributions in merger online-campaign.

2018

Anixter, Lead organization in Increased Gross Margins

TESTIMONIALS

"Roland is a true visionary with an eye for detail and an unmatched work ethic."
—Cristian Suarez, Senior Copywriter
Saks 5th Avenue

EXPERIENCE CONTINUED

JAN 2016 - AUG 2019 | ANIXTER/WESCO | CHICAGO

Inside Sales Representative

- Manage \$2.2 million revenue desk.
- Achieved highest increased gross margin companywide for yearend 2018.
- Exceptional knowledge of computer component, networking, rack gear cabling infrastructure, and equipment.

MAR 2004 - DEC 2017 | BRITFUL MEDIA | MIAMI

CEO AND Creative Director

- As Creative Director, spearheaded UI/UX Design for diverse media, including web, print, and product applications.
- As COO, managed company's operational metrics, including financial and productivity reports.
- Oversaw company's financials, including tool procurement, lease management, partner, and client contracts.

MAY 2013 - AUG 2014 | DELTANA | MIAMI

Supply Account Representative

- Account Management for Supply distribution to company clients.
- Purchase Order processing, project management, and point of contact.
- Helped build the foundations to what would eventually become the company's new YouTube channel, content structure, and planning.

JAN 2008 - DEC 2010 | MIA BRANDS | MIAMI

Account Acquisitions Director

- Corporate Account liaison for project management.
- Identify project needs, build comprehensive strategy and solutions for clients.
- Manage field sales agents. Monthly sales reports, daily sales trends, training, and technology.

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Officer, User Experience Lead

REFERENCES

Eddie Selgas

Manager, Security Engineering

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Long standing friend and
colleague.

Cristian Suarez

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