Yazan Daradkeh

Senior Digital Project Manager

Contact Information

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Education

Bachelor of Science: Information Technology

Al-Balqa Applied University

Amman, Jordan

Licenses & Certifications

- Scrum Master Certified (SMC)

- Google Digital Marketing & E-commerce

- Google Project Management

- Agile Project Management

- Internet Marketing

- Project Management Professional (PMP)

Senior Digital Project/Product Manager with over 20 years of experience leading impactful digital product launches. Proven success in delivering a wide range of offerings across the digital landscape. Passionate about discovering untapped opportunities and driving innovation to meet customer needs. Dedicated to delivering flawless products on time and within budget.

Work History

Jan, 2017 - Present

Digital Director
Y Agency

Amman, Jordan

- Overseeing the development and dissemination of technology for external customers, vendors, and clients.
- Evaluating and implementing new IoT systems and infrastructure.
- Deploying Real-Time Location Systems (RTLS), leveraging advanced technologies to track and manage assets or personnel in real-time including RFID, BLE, and Wi-Fi-based solutions.
- Collaborating with sales, customer care, and marketing teams to gather and integrate customer feedback into production cycles, enhancing product quality and customer satisfaction.
- Participating in triaging production bugs and malfunctions, adjusting development milestones and release schedules accordingly.
- Analyzing customer behavior to derive digital product performance insights and identify areas of potential improvement.

Jun, 2021 - Feb, 2022

E-Commerce Manager

THE Group (Cozmo, Hamleys, THE Department Store & Readers)

Amman, Jordan

- Optimized e-commerce fulfillment strategy to minimize costs while maximizing profits and customer satisfaction.
- Directed product development efforts using industry-specific tools to increase sales and overall company productivity.
- Developed and maintained a balanced e-commerce budget, ensuring initiatives were properly funded to enhance the customer experience.
- Tracked consumer behavior, content management and weight of purchase to develop robust customer acquisition and retention programs.
- Liaised with Marketing/Logistics/Suppliers/Purchasing departments to incorporate e-commerce objectives.
- Tracked inventory and reviewed retail trends in order to make timely and proactive business decisions.

Nov, 2019 - May, 2021

Senior Digital Project/Product Manager

Eva Media

Amman, Jordan
- Gathered requirements, defined scopes, allocated resources and established meetings with clients.
- Oversaw digital projects (planning, design, development and administration).
- Facilitated communication between research and production teams, coordinating iterative development based on feedback to optimize product performance.
- Designed project workflows based on desired product requirements, accounting for available time and resources.

Jan, 2017 - Oct, 2019

Head of Technology & Product Development

Naua / Nahno / Crown Prince Foundation

Amman, Jordan
- Established department protocol for project-based online platform implementation.
- Trained & fostered new staff on project execution, guiding organizational technology strategy and roadmaps.
- Implemented UI/UX best practices by deploying focus-group testing to ascertain pre-release product performance within key demographics such as age, sex and income level.
- Closely collaborated with project members to identify and quickly address problems.
- Adjusted project plans to account for dynamic targets, staffing changes and operational specifications.

Aug, 2015 - Dec, 2016

Digital Project Manager

Fox Sports / Gameday

Melbourne, Australia
- Managed teams of off-shore/in-house developers and designers.
- Standardized development processes to coalesce subsequent projects around consistent workflows, shortening average development time-frames by 35%.
- Produced budgets, KPIs, performance, production, financial and projection reports, updating customers and senior leaders on progress and roadblocks.
- Grew spent on the existing department base by 29% in 1 year, producing $519,684 in additional revenue.

May, 2014
-
Aug, 2015

Digital Project Manager

The Incentive Lab Pty Ltd

Melbourne, Australia

- Managed digital projects throughout the product life cycle.
- Gathered/prioritized product features, customers requirements and defined product vision.
- Oversaw Alpha and Beta test scheduling and engineering, coordinating feedback responses to ameliorate customer pain points.
- Reorganized engineering and development staff, as well as technical resources for ongoing projects, producing top quality sales incentive web solutions for clients such as BMW, Infinity, Mini Cooper & Samsung.
- Identified, innovated and automated approaches to routine tasks, making suggestions that were widely received.

Aug, 2011
-
Mar, 2013

Technical Project Manager

HyperPay

Amman, Jordan

- Oversaw IT department operations and training.
- Analyzed projects to determine resource requirements and procured necessary equipment and software.
- Led code reviews to quickly detect and eliminate bugs, solicit suggestions on possible agile development paths.
- Evaluated new technology and tools as opportunities for innovation and production excellence.
- Undertook complex relationships between business, usability, legal, accounting, design, development and e-commerce clients.

May, 2009
-
Aug, 2011

Product Owner

Ayna Corporation / O9ool Inc

Beirut, Lebanon

- Defined, maintained product backlogs, release and sprint planning.
- Supervised and mediated integration of o9ool.com services with ayna.com during corporate merge.
- Facilitated daily stand-ups, sprint planning sessions, backlog prioritization & retrospectives.
- Managed on-site development efforts, adapting to unique challenges presented.

Aug, 2007
-
May, 2009

Founder | Digital Project Manager

O9ool Inc

Amman, Jordan

- Founded o9ool.com in 2007 staying current with market trends to provide optimal services for users resulting in sustained year on year growth of 42% for 2 years.
- Adjusted project plans to account for dynamic targets, staffing changes and operational specifications.
- Motivated project teams to promote collaboration and keep members on-task and high productivity level.
- Superintend minimum of 23 digital projects while maintaining adherence to budget, schedule and scope requirements.

Sep, 2004
-
Jul, 2007

PHP Web Developer

Maktoob Inc - AKA Yahoo!

Amman, Jordan

- PHP web developer with major input in a number of projects involving interactive functions on the internet including Maktoob's homepage, mail system, photo album and networking platform.
- Researched, tested and implemented various client feature requests to deliver internal content management systems and content delivery applications.
- Coded, tested, debugged and monitored websites for Maktoob clients.