

Rafael Lima

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• <https://rafalimaportfolio.com/>

Senior Web Project Manager | Web Solutions Specialist | Scrum Master

Dynamic Senior Project Manager with expertise in Web Development, UX/UI Design, and Agile Methodologies. Proven track record of driving revenue growth and exceeding client expectations. Seeking to leverage project management skills and experience to deliver outstanding results.

WORK EXPERIENCE

Toro Interactive Digital Agency • Toronto, Ontario, Canada **Mar 2021 – Present**

Web Project Manager

- Directed cross-functional teams in optimizing project budgets, resulting in a 25% increase in efficiency, aligning with emphasis on managing client expectations, schedules, and budgets.
- Improved testing processes and quality assurance protocols, resulting in a 19% increase in customer satisfaction within 3 months. This showcases commitment to delivering consistent client success and effectively managing expectations.
- Utilized portfolio metrics to achieve 95% accuracy in project timelines, meeting 100% of client objectives. This aligns with a focus on prioritizing deliverables across multiple projects and disciplines.

Coconuda • Toronto, Ontario, Canada

Jul 2020 – Jun 2021

Ecommerce Specialist

- Initiated digital marketing strategies at Coconuda, resulting in a 50% increase in conversions for the eCommerce store. Demonstrates proficiency in defining the scope for new products and features, while effectively communicating requirements.
- Effectively managed a Paid Media Marketing Campaign, resulting in a notable 20% increase in brand recognition within 4 weeks. Demonstrates expertise in impactful campaign management.
- Successfully overseeing Coconuda's entire social media scope, resulting in a 30% increase in follower engagement and promptly resolving issues. This underscores essential interpersonal and communication skills for team support and motivation.

The Bradford Group • London, Ontario, Canada

Mar 2020 – Jan 2021

Customer Service Representative

- Implemented and optimized cutting-edge marketing strategies at The Bradford Group, resulting in a 50% increase in the data-driven customer base within a 6-month period, showcasing proficiency in innovative solutions for engagement and conversions.
- Collaborated at The Bradford Group to enhance customer experiences, resulting in a 30% increase in positive reviews and streamlined project operations. Aligns with emphasis on managing client expectations and fostering cross-functional relationships.
- Proactively streamlined escalation management at The Bradford Group, resulting in a 20% improvement in cross-functional relationships within 6 months. Demonstrates strong problem-solving skills and commitment to improvement.

Boss Hogs BBQ's • London, Ontario, Canada

May 2018 – Oct 2019

Line Cook

- Showcased exceptional multitasking abilities and reliability as a Line Cook at Boss Hogs BBQ's, consistently managing various tasks simultaneously. Maintained high-performance standards, contributing to increased kitchen efficiency.

EDUCATION

Secondary Education in Business Administration and Management, General

Fanshawe College

CERTIFICATIONS

Agile Project Management

Udemy

WordPress UX Designer

Udemy

Inbound Certificate

HubSpot Academy

Content Marketing Certificate

HubSpot

Ecommerce/Woocommerce Certificate

Udemy

SKILLS

Ability To Prioritize, Adobe, Agency Setting, Agile Project Management, Analytics Tools, Attention To Detail, Budgeting, Business Management, CMS, Communication Skills, Communicator, Custom WordPress Development, Decision Making, Design and Technology, Design Process Skills, Design Skills, Detail Oriented, E-Commerce, Entrepreneurial, Facebook Ads, Figma, Global, Highly Motivated, Instagram Ads, Internal and External Stakeholders, Interpersonal Skills, Jira, Leadership Skills, Management Experience, Management Skills, Microsoft 365, Onboarding Experience, Organizational Skills, Organized, Planning, Problem Solver, Problem Solving Skills, SEO and SEM, Shopify, Sketch, Software Development, Strategic Decision, Team Management, Team Player, Tech Support, Time Management, User Experience (UX), UX/UI Design, Website Project Management, WooCommerce, WordPress VIP Development, Written Communication, Excel, Administration Skills, Trello, Wrike, Client Management, Internal Stakeholders, Innovative Solutions, Critical Thinking, Managerial Skills, People Skills, Highly Organized, Creativity, Prioritization, Accountable, Campaign Briefing, Templates, Professional Manner, Track Campaigns, Event Planning, Creative Agency, Strategic Vision, Verbal Communication Skills, Scheduling, Qa Skills, Strong Leadership, People Management, Complex Projects, Project Documentation, Resourcing, Process Improvement, Actionable Skills, HTML, CSS, Javascript, Responsive Web Design, Adobe XD, Saas, Agency Experience, Microsoft Office, Paid Search, Paid Social, ADA Compliance, Self Starter, Finance, Billing, Marketing Communications, Industry Best Practices, Humble, Sales Skills, Client Presentations, Confluence, Multitask, Positive Attitude, Google Analytics, Content Management Systems, Email Marketing, Email Campaigns, Paid Ads, Digital Campaigns, Technology Trends, Digital Technology, Zendesk, Slack, Document Control, Campaign Calendar, Project Briefs, Smartsheet, Hubspot, Fundraising, Passion, Management Process, CRM, Salesforce, Work Independently, Personal Growth, Team Oriented, Social Networks, Project Schedules, Client Relationship, Project Management Process, Advocacy, Staging Platforms, Content Strategist, Experience Design, Risk Management, Product Development, Large Scale Projects, Digital Products, Web Assets, Budget Tracking