SEAN F. APTACY

CONTACT

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EDUCATION & CERTIFICATES

Villanova University
Bachelor Electrical Engineering
Business Concentration
Villanova, PA

White House Communications Agency
Certificate of Appreciation
Washington, DC

KEY SKILLS

Digital Marketing
Marketing Technology
Digital Merchandising
Customer Engagement
Master Data Management
Digital Content Management
Leadership/people management
Strategy
Analytical & Problem-solving
Personalization
AI/Automation
Program Management
Creativity & Critical Thinking
User Experience

SOFTWARE & TOOLS

SAP Commerce Cloud
Cloud ERP
Site search
SEO
Adobe Analytics
Google Data Studio
Google Analytics / Tag Manager
Microsoft Clarity
Klaviyo
Adobe Creative Suite

PROGRAMMING LANGUAGE

Python
Java Script

SPOKEN LANGUAGE

English
Dutch

PROFILE

Technical leader with a proven track record of increasing performance metrics, efficiency, and driving conversion specializing in Digital Marketing, Digital Merchandising, Marketing Technology, Marketing Automation, Digital Analytics, SEO, RPA/automation, and DevOps. Expert in cost reduction, innovation, and driving ROI through effective teamwork and collaboration. Seasoned self-starter with strong analytical, data-driven, organizational, communication, and entrepreneurial skills. Championed strategic cross-team initiatives and process improvement for operational excellence. Empowering and challenging associates to craft custom scalable solutions as a team for the unique problems and issues that may arise during the course of a project. Overseeing product management to devise and manage strategic vendor relationships through teamwork and rigorous testing to gain/ensure compliance with technical requirements. 15+ years of expertise in IT leadership, eCommerce developing relationships with various global resources as well as key external partners that can collaborate and provide support, on a global scale, to help achieve enterprise goals and maintain best practices. Knowledgeable in industry and emerging trends in marketing.

PROFESSIONAL EXPERIENCE

GLOBAL IT DIRECTOR, E-commerce at HARDINGE   *July 2022 – March 2024 - King of Prussia, PA*

- Leading teams of business and IT personnel focused on the creation of innovative end-to-end technical solutions to enable users, deliver business value, and drive process improvement.
- Development and execution of plans and priorities for the software architecture team to meet performance and business objectives(KPIs). Focus on E-commerce front end / ERP integration.
- Directed RFP process, platform implementations; provided roadmapping and recommendations.
- Conducted ROI assessment of platforms deployed, identifying areas of improvement and optimization. Ensuring SLAs are met.
- Presenting analysis and recommendations, based on customer needs and real time metrics to help management and executive leadership make decisions.
- Providing guidance and coaching and help with career development for team members.
- Establishing budgets, policies, and practices with significant impact on area operations.
- Expert understanding of key business segments (e.g., product, enterprise, finance, industry trends, security, functional process, and competitors).
- Vendor and product management to establish required flow, infrastructures and frameworks.

SR. MANAGER OF E-commerce OPERATIONS at AIRGAS   *June 2017 – July 2022 - Conshohocken, PA*

- Manage and oversee all aspects of the Airgas.com platform to ensure daily stability and smooth operations infrastructure: hybris, Solr, PIM / DAM, CRM, Responsys, Adobe Analytics, Stakeholder Management. Leading a team of skilled developers who are responsible for maintaining and optimizing the tech stack to ensure smooth operations infrastructure. Providing feedback, analysis and recommendations to leadership as necessary.
- Maintain a deep understanding of our eCommerce funnel, technical diagrams/architecture and research, OOB and custom feature sets, third party software integrations, code updates and data feeds and status; continuous improvement through implementing governance and identifying automation points to capitalize on efficiency and roadmap growth and performance.
- Collaborate with various stakeholders. Development of efficient processes and procedures that will improve system integrations and accelerated sales. Make sure all technical and operational process documentation is kept up-to-date to ensure customer engagement.
- Cross-functional collaboration with IT and Web Operations to create agile enterprise-ready solutions that meet our business needs. Council Marketing Ops Managers to ensure paid search feeds are updated with the latest products. Proactively manage our catalogs and provide an exceptional B2B and B2C experience.

SR. MAN OF INTERACTIVE MARKETING at COGNIZANT   *Jan 2015 – June 2017 - Malvern, PA*

- Responsible for the design, creation, and estimate of teams, tasks, and budgets to create and execute custom end-to-end interactive marketing campaigns.
- Provide innovation and a strategic vision for all client interactive experiences. Help with customer needs through decision-making based on data science to properly develop Go-to-Market strategy.
- Account Team intermediary, project management and maintaining a positive client relationship throughout the fast-paced deployment process.
- Collaborated with cross-functional teams to create regulatory submissions for MLR.
- Onshore/offshore management of Cognizant client interactive application solutions globally for all brands served.

ASSOS. DIR. OF IT AND IMPLEMENTATIONS at CADIENT   *Jan 2010 – Jan 2015 - King of Prussia, PA*

- Directed IT professionals to deliver full stack IT enterprise wide support across the US and EU.
- Responsible for Vendor Management, Budget, and System architecture.
- Managed migration of company email, SharePoint, and creative asset management from an on premises deployment to various Saas/Paas solutions.