

# 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 & CERTIFICATES

- AI-Driven Project Management
- AI-First Product Leader
- Scrum Master Certified (SMC)
- Google Digital Marketing & E-commerce
- Google Project Management

## SUMMARY

Senior Digital Project/Product Manager & AI Specialist with over 20 years of experience leading digital product launches. Proven expertise in IoT Solutions, Generative AI, ChatGPT, Custom GPTs, OpenAI, and AI-first product innovation. Adept at designing and managing digital projects, integrating LLMs into digital ecosystems, and leveraging AI for business automation, customer engagement, and content generation.

Skilled in bridging the gap between technical and non-technical teams, leading client-facing engagements, and driving IoT AI adoption strategies for businesses.

Passionate about discovering untapped opportunities, enhancing digital transformation, and delivering high-impact AI-powered & IoT solutions on time and within budget.

## WORK EXPERIENCE

- |           |                         |
|-----------|-------------------------|
| Jan, 2017 | <b>Digital Director</b> |
| -         | <b>Y Agency</b>         |
| Present   | Amman, Jordan           |
- Client-Facing Leadership: Acting as the primary digital consultant for clients, translating business needs into digital solutions, ensuring optimal performance, usability, and ROI.
  - Evaluating and implementing new IoT systems and infrastructure.
  - AI strategy implementation, spearheading the integration of Generative AI and OpenAI models into business workflows, customer service automation, and marketing strategies.
  - 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.

- Agile Project Management
- Internet Marketing
- Project Management Professional (PMP)
- Digital Transformation
- Product-Led
- Product Positioning Strategies
- Managerial Economics
- Financial Management
- Crisis Management
- Operations Management
- Innovation Models
- Supply Chain Management
- Business Management

## LANGUAGES

- English (Fluent)
- Arabic (Native)

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	<b>Digital Project Manager</b>
-	
Dec, 2016	<b><i>Fox Sports / Gameday</i></b>
	Melbourne, Australia
	<ul style="list-style-type: none"> <li>● Managed teams of off-shore/in-house developers and designers.</li> <li>● Standardized development processes to coalesce subsequent projects around consistent workflows, shortening average development time-frames by 35%.</li> <li>● Produced budgets, KPIs, performance, production, financial and projection reports, updating customers and senior leaders on progress and roadblocks.</li> <li>● Grew spent on the existing department base by 29% in 1 year, producing \$519,684 in additional revenue.</li> </ul>
May, 2014	<b>Digital Project Manager</b>
-	
Aug, 2015	<b><i>The Incentive Lab Pty Ltd</i></b>
	Melbourne, Australia
	<ul style="list-style-type: none"> <li>● Managed digital projects throughout the product life cycle.</li> <li>● Gathered/prioritized product features, customers requirements and defined product vision.</li> <li>● Oversaw Alpha and Beta test scheduling and engineering, coordinating feedback responses to ameliorate customer pain points.</li> <li>● 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 &amp; Samsung.</li> <li>● Identified, innovated and automated approaches to routine tasks, making suggestions that were widely received.</li> </ul>
Aug, 2011	<b>Technical Project Manager</b>
-	
Mar, 2013	<b><i>HyperPay</i></b>
	Amman, Jordan
	<ul style="list-style-type: none"> <li>● Oversaw IT department operations and training.</li> <li>● Analyzed projects to determine resource requirements and procure necessary equipment and software.</li> <li>● Led code reviews to quickly detect and eliminate bugs, solicit suggestions on possible agile development paths.</li> <li>● Evaluated new technology and tools as opportunities for innovation and production excellence.</li> <li>● Undertook complex relationships between business, usability, legal, accounting, design, development and e-commerce clients.</li> </ul>

May, 2009

## **Product Owner**

Aug, 2011

### ***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

## **Founder | Digital Project Manager**

May, 2009

### ***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

## **PHP Web Developer**

Jul, 2007

### ***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.