

Daniel Gorelik

Brooklyn, NY 11230

[linkedin.com/in/danielgorelik/](https://www.linkedin.com/in/danielgorelik/)

PROFESSIONAL EXPERIENCE

Warner Music Group (wmx.co)

Associate Project Manager, E-Commerce

12/2021 – Present

- Project managing webstore development, launches and schedules for artists across all labels by creating timelines, gathering requirements from stakeholders, and supporting the operations team in building stores across Magento, Shopify, and Salesforce commerce cloud with 37 store launches, 10 reskins, & 35 digital redemption pages, with an average of 2.5 million total monthly store views and a 2.91% conversation rate.
- Assisting with ecommerce platform migration of 951 Artists from D2C Magento to Salesforce commerce cloud and Shopify, combining US and EU locale systems in ecommerce platform.
- Writing user acceptance criteria and performing user acceptance testing for new features and software capabilities, ensuring that new development enables operational best practices and meets business requirements.
- Providing support and documentation for technical teams and processes, including system documentation and end-user guides.
- Supporting the Project Manager, senior leadership, and department leaders with projects by providing focus, tactical direction, working with cross-functional teams and driving toward key milestones to deliver new capabilities along with any ad hoc projects and problem resolution under tight schedule demands by maintaining control of project timelines to keep teams on task and achieve schedule targets.
- Analyzing and identifying solutions for operational issues and gaps, supporting, and enhancing the day-to-day operational model.
- Maintaining and administering DNS updates, fraud protection, ReCAPTCHA and web application firewall configurations.
- Analyzing customer email data integrations points and monitoring signup lists.
- Providing support to various Stakeholders on multiple evolving platforms.
- Collaborating to ensure projects and campaigns are in full compliance with GDPR cookie, privacy, company policies and standards on all ecommerce platform outlets.
- Identified and resolved risks to minimize project disruption.
- Maintained open communication by presenting regular updates on project status to customers.

Ecommerce Coordinator

11/2018 – 11/2021

- Project managed planning, development, and launching of artist e-com stores, redemption pages, site lightboxes and toasters along QAing customer checkout process, email capture capabilities, configuring abandoned cart feeds, and site uptime monitoring setup.
- Coordinated with developers on testing platform bug fixes, updates, and enhancements for quality assurance, user usability, and regression testing while providing detailed testing documentation and post deployments release notes to stakeholders.
- Performed day to day store platform management operations across international roster for Artist Arena, Atlantic Records, Warner Records, Electra Records, & Warner Music Artist Services.
- Assisted with D2C Magento to Magento 2 ecommerce platform migration, setting up a single global PIM combining US and EU locale systems in one product import system, providing training documentation for Magneto 2, Akeneo, and MCOM.
- Provided general administrative support for the digital operations of the Magento Platform for the various users and stakeholders.
- Analyzed customer feedback to identify areas of improvement in online shopping experience.

FullBeauty Brands Inc. (fbbrands.com)

05/2018 – 10/2018

Digital Marketing Analyst (Temporary)

- Managed email marketing operational process (obtaining HTMLs, build workflows, QA, approve campaigns, tracking, & monitor delivery) Roamans, Full Beauty, Ellos, & BCO, with a bis diem frequency, 40 million weekly emails and 1 million in weekly profit.
- Analyzed marketing & transactional email campaign data (SAS, Neolane, & Adobe analytics) and created weekly reports.
- Created segmentation documents and deployment schedules in support of daily and testing operations (A/B, offer, creative, subject line, geographical, segmentation, and persado testing).

SiriusXM Radio Inc. (siriusxm.com)

Consumer Retention Management Intern

09/2017 – 05/2018

- Oversaw quality control, tracking segmented deployments and analyzing results using CheetahMail and Adobe Analytics to help identify trends and forecasts amongst onboarding, exclusive subscriber events, win-back, and non-pay CRM email campaigns.
- Assisted on Email Platform Migration, QAing automatic email templates & landing pages, and acquiring stakeholder approvals.
- Managed the product creative process (job submission, approvals, release and distribution) for signage and materials.
- Monitored online marketing material orders and re-allocated items monthly among field teams using a B2B ecommerce store.

EDUCATION

Brooklyn College, City University of New York, Brooklyn, NY

Graduated May 2018

Business Administration Bachelor of Science, Concentration in e-commerce, Minor: Marketing & Financial Planning
GPA - 3.2/4, Dean's List (Fall'17 & Spring'18)

CERTIFICATIONS

PMI Agile Certified Practitioner (PMI-ACP)®

Issued July 2024/Expires July 2027

SKILLS

Software: Adobe Magento Adobe Photoshop Microsoft Office Jira Asana Shopify Salesforce Commerce Cloud
Language: Ukrainian (Proficient) **Project Management:** Agile