

Phillip Da Silva-Marquis

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Professional Summary

Analytical Business Systems Analyst & Project Manager with 8+ years of experience delivering enterprise-scale technology solutions, vendor integrations, and product data operations. Skilled in Agile delivery, cross-functional collaboration, and transforming business requirements into scalable systems. Proven track record optimizing vendor onboarding, reducing process inefficiencies, and driving digital transformation across e-commerce and fintech environments.

Core Competencies

- **Agile & PM:** Scrum (PSPO I), Jira, Asana, Confluence
- **Business Analysis:** Requirements gathering, BRDs/FSDs, UAT, user stories
- **Integrations & Systems:** Logicbroker, Syndigo Riversand, NetSuite, SFCC, Oracle CC
- **Optimization:** Workflow automation, catalog syndication, microsite deployment
- **Collaboration:** Stakeholder interviews, cross-team workshops, mentoring Jr. Analysts
- **Contract & Documentation:** Drafting SOWs, MSAs, and project scope documents to align Legal, Product, and Sales.

Professional Experience

FlexShopper Inc. – Boca Raton, FL

Project Manager, Merchandising (Mar 2025 – Aug 2025)

- Gathered requirements for merchandising initiatives including vendor onboarding, catalog syndication, and finance waterfall integrations.
- Designed workflows for the company's first CaaS revenue share program, enabling new recurring revenue.
- Drafted SOWs and co-authored Master Service Agreement with Legal, Product, and Sales.
- Launched category-specific microsites with integrated financing, expanding reach and revenue.
- Coordinated joint-workshops with stakeholders to align catalog syndication, vendor onboarding, and finance integrations, ensuring requirements were fully captured and prioritized.

Business Systems Analyst / PMO Analyst (Nov 2023 – Mar 2025)

- Led Agile ceremonies and delivered 100+ user stories for rebate and financing apps.
- Authored BRDs/FSDs for Logicbroker + custom app integrations, enabling automated vendor remittance.
- Onboarded 35+ vendors, streamlining catalog, order, and invoice processes.
- Improved vendor lifecycle workflows, reducing onboarding time from 6 weeks to 2 weeks.
- Coordinated UAT sessions and managed resolution of post-launch issues for enhancements and bug fixes across financing, billing, and order management systems.

Pet Supermarket Inc. – Sunrise, FL

Junior Business Analyst (Jan 2021 – Jul 2023)

- Product owner for Syndigo Riversand PIM, leading sprints and backlog refinement.
- Onboarded 200+ vendors and scaled data operations for 14K SKUs.
- Defined SQL logic for PIM-SFCC integration and managed omnichannel integrations.
- Spearheaded Loyalty program redesign and launched AutoShip subscription service.
- Partnered with merchandising to launch the company's first live animal offerings online.
- Trained and managed team members on web product data processes, including direct oversight of one report, improving data quality and consistency.

Web Catalog Specialist (Aug 2018 – Jan 2021)

- Designed and implemented Pet Supermarket's first PIM system.
- Built processes to onboard 150+ products per week, ensuring accuracy and speed.
- Maintained 14K+ products online and coordinated promotions.

Digital Marketing Specialist (Oct 2015 – Aug 2018)

- Implemented Oracle Responsys for 1.5M-member email list, improving open rates by 30%.
- Co-managed social media, driving 17% increase in website traffic.
- Supported Loyalty program campaigns and ADA compliance.

Additional Roles at Pet Supermarket Inc.

- Ecommerce Specialist (2015): Managed Amazon Seller account, supported migration to BigCommerce, led site redesign.
- Sales Associate. (2013–2015): Provided customer service and exceeded sales goals.

Education & Certifications

- B.A. in Communication & English, Florida Atlantic University
- Professional Scrum Product Owner I (PSPO I) *Udemy* – 2023

Current Side Projects

- **Professional Portfolio Website** – Building and maintaining a personal portfolio site from scratch, showcasing case studies, project achievements, and technical skills. Focused on clean UX, responsive design, and clear storytelling for professional branding.
- **Domain-Specific AI Framework for Memoir Project** – Designing a structured database and query framework to capture and organize unstructured family history. Leveraging AI to not only retrieve information but also generate rich, fact-based narratives in a chosen voice and tone, transforming raw reflections into interactive, story-driven content.