

DYLAN WILBUR

Migration Specialist | Technical Project Manager | Business Analyst

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SUMMARY

Migration-focused Project Manager with 10+ years of experience leading complex B2B website transitions, platform redesigns, and eCommerce system integrations. Proven success aligning technical teams and business stakeholders to deliver on-time, SEO-conscious migrations across Magento, Shopify, BigCommerce, and Drupal platforms. Adept at coordinating offshore and cross-functional teams, preserving site performance, and ensuring enterprise system integration.

KEY SKILLS & TOOLS

Project Management: Adobe Workfront, JIRA, Confluence, NetSuite

CMS & Platforms: Drupal, Magento 1 & 2, Shopify, BigCommerce, WordPress

SEO & Analytics: Google Analytics, Tag Manager, Search Console, PageSpeed Insights, ScreamingFrog, SEMrush, Conductor

Marketing Tools: ActOn, DotMailer, SurveyMonkey

Technical Skills: HTML, CSS (basic), Salesforce & NetSuite ERP integrations

Strengths: Stakeholder Communication, Business Requirements Gathering, Cross-Team Coordination, SEO-Focused Migration, Enterprise Web Ecosystems

PROJECT HIGHLIGHTS

Magento 1 to Magento 2 Migration – Alto Music

Project Manager | Budget: ~\$270K | Delivered on time and under budget

- Resulted in ~40% more traffic and ~80% increase in revenue

Magento 1 to Magento 2 Migration – Coffee Bean Direct

Project Manager | Budget: ~\$200K | Delivered on time and under budget

- Achieved ~50% more traffic and ~30% more revenue

Magento 1 to BigCommerce Migration – National WWII Museum

Project Manager | Budget: ~\$45K | Delivered on time and under budget

- Resulted in ~15% revenue growth and ~20% speed improvement

Magento 1 to Magento 2 Migration – Citarella

Project Manager | Budget: ~\$65K | Delivered on time and under budget

- Achieved ~15% increase in revenue and ~50% speed improvement

Additional projects available upon request

PROFESSIONAL EXPERIENCE

Clean Harbors Inc.

Digital Marketing Manager | November 2022 to Present

Planned and executed large-scale B2B website migrations and redesigns across an enterprise brand ecosystem. - Migrated approximately 8 websites and led 2 redesigns using Acquia and Drupal CMS platforms - Sites ranged from 50 to 3,000+ pages, all serving B2B audiences and integrating into companywide systems - Ensured continuity in SEO performance using SEMrush, ScreamingFrog, Google Search Console, and Conductor - Managed cross-functional collaboration with offshore developers, internal creative teams, and IT/server teams - Oversaw ERP integrations (Salesforce) and alignment with marketing systems (DotMailer, ActOn, SurveyMonkey) - Delivered all projects on time with improvements in site speed, structure, and enterprise alignment - Tracked and reported progress using Adobe Workfront for transparent, accountable delivery

Shero Commerce

Project Manager & eCommerce Strategist | April 2019 to November 2022

Led eCommerce platform projects for clients across Magento, BigCommerce, and Shopify. - Advised clients on platform performance, scalability, and migration strategies - Managed full project lifecycles, coordinating developers, designers, and QA teams to deliver on time and within budget - Documented requirements, risks, changes, and communications for cross-team clarity - Served as internal SME on platform capabilities, extensions, and third-party integration best practices - Built and maintained strong client relationships through proactive communication and problem-solving

Razoyo

Business Analyst / Project Manager | January 2018 to April 2019

Oversaw support desk, feature requests, and full lifecycle projects for eCommerce clients. - Managed tasks and boards in JIRA for multiple clients - Gathered requirements, documented workflows, and ensured alignment across teams - Led training and support for client-side users during and after platform transitions - Identified opportunities to improve documentation and internal team efficiency

HitLights

Business Analyst / Systems Administrator | June 2015 to January 2018

Improved internal operations through software integrations and reporting solutions. - Led integration of internal tools with eCommerce platforms and management systems - Reduced warehouse shrink by 90% and defective product rate by 75% through new QC processes - Developed reporting systems to improve decision-making across departments - Cut return processing time by 50% through automation and workflow refinement

CERTIFICATIONS & EDUCATION

Magento 2 Certified Solution Specialist

Bachelor of Science in Business Management

Louisiana State University, December 2015

Minor: Entrepreneurship | Honors: Dean's List, Distinguished Communicator