

# Akshat Shah

Project Manager & Founder · Toronto, Ontario, Canada

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## SUMMARY

Project Manager with 5+ years delivering digital, analytics, and enterprise web programs for Fortune 1000 brands. PMP and CSM certified. Currently leading a \$5M+ Amplitude analytics program at Merkle — 20+ people, governance built from scratch. Track record of zero missed commitments, 98% client satisfaction, and budget variance under  $\pm 5\%$  across a \$4M+ portfolio. Always building something on the side.

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## SELECTED ACHIEVEMENTS

- KPMG — Led Adobe AEM rollout across 10+ countries; content delivery speed up 20%, adoption up 25%.
  - TELUS — Managed multi-year digital transformation; 15+ major releases on schedule, 98% client satisfaction.
  - SCENE+ — Directed live ops and feature launches for 10M+ users across a multi-year engagement.
  - Manulife — Site rebuild; content turnaround reduced 30% via streamlined approval workflows.
  - G Adventures — Booking funnel upgrade; conversions up 12% after UX/content improvements.
  - Merkle — Lead PM on \$5M+ Amplitude analytics program; driving delivery across 20+ people across strategy, engineering, QA, and analytics.
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## PROFESSIONAL EXPERIENCE

### Project Manager — Merkle

2024 – Present

Toronto, ON

- Lead PM on a \$5M+ Amplitude analytics program — driving delivery across 20+ people spanning strategy, engineering, QA, and analytics.
- Built the entire governance model, ways of working, and delivery cadence from scratch in a high-ambiguity environment.
- Orchestrating strategy, engineering, QA, and analytics tracks simultaneously; established cross-functional alignment across a large distributed team.

*"The most valuable skill isn't managing a program — it's building the system that manages it."*

### Project Manager — Havas CX Canada

Nov 2022 – 2024

Toronto, ON

- Managed \$4M+ portfolio of enterprise web, CMS, and analytics projects across finance, telecom, travel, and entertainment.
- Improved delivery speed ~20% by optimising sprint planning, RAID tracking, and decision logs; budget variance within  $\pm 5\%$ .
- Built multi-year client relationships (KPMG, TELUS, Manulife, SCENE+, PNC Bank, G Adventures) through proactive communication.
- Tools: Jira, Confluence, MS Project, Adobe AEM, Google Analytics, Agresso, Icertis.

*"Enterprise clients don't need you to do the work — they need someone to own the outcome."*

### Operations Coordinator — Havas CX Canada

Mar 2022 – Nov 2022

Toronto, ON

- Built PMO infrastructure from scratch — resource planning, onboarding systems, and capacity planning.
- Increased resource utilisation by 25%; cut PMO onboarding time by 20% via streamlined playbooks.

*"Operations work is invisible when it's done right."*

### Project Coordinator — Uplers

Sep 2021 – Mar 2022

Remote

- Delivered 15+ websites with 100% client approval; zero failed handoffs or missed deadlines.
- Built async-first processes for distributed remote teams; reduced project costs ~10%.

## E-Commerce Coordinator — Digital Main Street

Sep 2020 – Jul 2021

Toronto, ON

- Set up 50+ Shopify stores for small businesses; trained owners on analytics, SEO, and digital marketing.
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### EARLIER CAREER

- Rogers Communications — Customer Consultant & Sales (2019–2020): exceeded targets 20%+.
  - Uber — Operations Team Lead (2018–2019): launched courier operations in 3 cities; built national training program.
  - KnowledgeWorx — PM Intern (2020): coordinated IoT grant proposal.
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### SKILLS

<b>Project Delivery</b>	Agile · Scrum · Kanban · Roadmapping · Backlog Grooming · RAID · UAT · Release Mgmt · Localization/i18n · Accessibility (WCAG)
<b>Tools &amp; Platforms</b>	Amplitude · Adobe AEM · Jira · Confluence · MS Project · Miro · Google Analytics · Agresso · Kantata · Icertis · Figma · Slack
<b>Client Management</b>	Stakeholder Mgmt · Exec Reporting · Scope Control · SOW Negotiation · Budget Mgmt · Risk Mgmt · Multi-Vendor Orchestration

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### EDUCATION & CERTIFICATIONS

**PMP — Project Management Professional** — *Project Management Institute* (2024–2027)

**Certified ScrumMaster (CSM)** — *Scrum Alliance* (2023–2025)

**Post-Graduate Certificate, Project Management** — *Seneca / Lambton College, Toronto*

**Bachelor's in Computer Applications / Computer Engineering** — *India*