

Md Rubel, PMP

Senior IT Project Manager | Digital Transformation | AI-Driven Delivery
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Professional Summary

PMP-certified Technical Project Manager with 15+ years of experience delivering complex, enterprise-scale digital transformation initiatives across cloud, eCommerce, and API-driven platforms. Proven ability to lead cross-functional teams and manage multi-region deployments across Canada, Malaysia, and Bangladesh.

Strong expertise in Agile and hybrid delivery models, with hands-on experience in product lifecycle management, system integrations, and scalable cloud solutions (AWS). Experienced in aligning engineering, product, and business stakeholders to deliver high-quality solutions in fast-paced environments.

Demonstrated track record of improving delivery predictability, system reliability, and operational efficiency through structured governance, risk management, and continuous improvement practices.

Combines project leadership with solid technical understanding of APIs, cloud (AWS), DevOps practices, and modern software delivery, enabling effective decision-making across engineering and business domains.

Key Achievements

- Improved release stability and reduced deployment issues by ~25–30% through structured release governance and QA coordination
- Led multi-region delivery across Canada, USA, and Australia, improving alignment and reducing delivery delays
- Implemented observability tools (Datadog, LogRocket), improving incident response and system visibility
- Managed 5–10 concurrent projects across engineering, marketing, and operations teams
- Improved marketing attribution accuracy across multi-brand platforms, enabling better data-driven decisions

Core Competencies

- Project & Program Management (Agile, Waterfall, Hybrid)
- Digital Transformation & Enterprise Initiatives
- Stakeholder, Vendor & Cross-functional Team Management
- Risk, Budget & Resource Management

- Product Lifecycle Management
- Change & Release Management
- DevOps & Engineering Collaboration
- Cloud Platforms (AWS)
- API Integrations, Microservices & System Integration
- Data Analytics & Reporting Integration
- Marketing Technology (GTM, GA4, Meta Pixel, TikTok, Klaviyo)
- A/B Testing, Conversion Tracking & Martech Optimization
- E-commerce Platforms (Shopify, Magento, Joomla)

Tools & Technologies

- Jira (Dashboards, JQL, Reporting), Confluence, Microsoft Project, Redmine, Asana, Slack
- Power BI, Google Analytics, Microsoft Clarity
- Git (GitHub, GitLab)
- Salesforce
- Datadog, LogRocket
- Klaviyo Marketing Automation

Technical Exposure

- API integrations and microservices-based architectures
- DevOps fundamentals including CI/CD pipelines, containerization, and Docker
- Understanding of testing strategies: unit, integration, end-to-end (E2E), performance, and security testing
- Working knowledge of JavaScript and backend integration concepts
- Experience working with SQL-based systems and data flows

AI & Innovation Expertise

- Prompt engineering for software development and productivity optimization
- Experience integrating AI tools into project delivery
- Leveraging AI for requirements analysis, documentation, and decision support
- Driving innovation through AI-enabled product and process improvements

Professional Experience

Founder / Product Owner – try.tools - Self-initiated (April 2026 - Present)

- Designed and developed a web-based platform for discovering AI tools, software platforms, and digital services
- Built scalable architecture using modern web technologies and API integrations
- Defined product vision, roadmap, and feature prioritization based on user needs and market trends
- Implemented AI-driven search, categorization, and recommendation features

- Managed end-to-end product lifecycle including design, development, testing, and deployment
- Developed automation workflows for content ingestion, categorization, and updates
- Optimized user experience and performance for large-scale tool directory (targeting 10k+ tools)
- Applied data analytics and user behavior insights to improve engagement and discovery

IT Project Manager – Bloomex Inc., Ottawa, Canada (Apr 2025 – March 2026)

- Lead cross-functional teams across Canada, USA, and Australia to deliver digital transformation initiatives for multi-brand eCommerce platforms
- Manage end-to-end product lifecycle, including requirements, sprint planning, stakeholder alignment, and release governance
- Oversee integration of Shopify, warehouse routing systems, and third-party logistics APIs to improve fulfillment efficiency and scalability
- Coordinate development, QA, and vendor teams to ensure delivery meets scope, timelines, and quality standards
- Drive release management and multi-region deployment planning, ensuring smooth cutover and minimal disruption
- Collaborate with engineering teams on CI/CD pipelines, release processes, and deployment workflows
- Coordinate QA activities including unit, integration, and end-to-end (E2E) testing to ensure release quality and stability
- Translate complex technical requirements into structured execution plans, improving alignment between engineering and business teams
- Identify and mitigate delivery risks and system dependencies across multiple concurrent initiatives
- Implement and manage marketing and analytics stack (GTM, GA4, Meta Pixel, TikTok Pixel, Klaviyo), enabling data-driven decision-making
- Own marketing tools and tracking infrastructure, improving campaign attribution accuracy across multi-brand platforms
- Introduce observability tools (Datadog, LogRocket) to enhance system monitoring, reliability, and incident response
- Improve release stability and reduce deployment issues across distributed environments
- Manage multiple concurrent projects across engineering, marketing, and operations in a fast-paced environment
- Drive change management initiatives to support system and process adoption across business and technical teams

Senior Project Manager – API Solutions Ltd., Dhaka (Jul 2023 – Aug 2024)

- Managed enterprise software delivery across multiple concurrent projects, ensuring alignment with scope, timeline, and business objectives
- Led cross-functional teams and stakeholders to deliver scalable digital products and integrations
- Implemented change management strategies to support system adoption and operational transition

- Established release governance and deployment processes to improve delivery predictability

Project Manager – Unitor Tech Limited, Dhaka (Jun 2020 – Jun 2023)

- Led development of web and enterprise platforms including website builder and business automation tools.
- Managed client communication, project documentation, planning, and training initiatives.
- Coordinated engineering teams and stakeholders ensuring timely delivery of multiple projects.

IT Project Manager – Atom AP Sdn. Bhd., Kuala Lumpur (Mar 2018 – May 2020)

- Delivered enterprise software solutions for international clients.
- Aligned IT strategy with organizational goals and improved collaboration between business and technical teams.

Development Team Lead – Atom AP Limited, Dhaka (Sep 2015 – May 2018)

- Led development teams delivering multiple projects for Japanese and local clients.
- Managed code review, deployment processes, and engineering task coordination.

Web Developer – Shobkichu Limited, Dhaka (Jan 2014 – Aug 2015)

- Developed and maintained web applications.
- Integrated third-party APIs and managed hosting infrastructure.

Professional Certifications

- PMP® – Project Management Professional (PMI), 2025
- SMAC™ – Scrum Master Accredited Certification, 2024

Education

- Diploma in Information Technology – NIIT, Dhaka | 2016–2018
- Higher Secondary Certificate – Dhaka Imperial College | 1997–1999
- Secondary School Certificate – Bashir Uddin Adarsha High School | 1995–1997

Selected Key Projects

- Self initiative <https://try.tools> – web based tools and platform discovery portal
- Bloomex.ca- Multi-brand eCommerce platform development and marketing technology integration
- Bloomex.com.au- AU platform migration, integration, and marketing enablement
- Global Product Management System
- E-commerce Order Management Platform
- Webytor Website Builder Platform
- Health Service System
- Retail ERP
- E-voting System
- Restaurant Management System
- Training Management System
- Member Management System
- Warehouse Management system