

SOREHIA B. TIQUI

LEAD DIGITAL PROJECT MANAGER

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PROFESSIONAL SUMMARY

Senior Digital Project Manager with **5+ years experience** leading end-to-end delivery of web app, mobile app, and digital platform builds across automotive, fintech, healthcare, government, and retail sectors. Promoted from Senior Digital Project Manager to Lead Digital Project Manager for consistently steering multiple concurrent projects in production and mentoring teams of up to 5 project managers alongside cross-functional teams of developers, designers, and QA. Pairs agile delivery, stakeholder management, and process improvement with hands-on SEO and QA expertise to deliver projects on time and strengthen client retention.

CORE SKILLS

Project & Program Management

- End-to-end delivery | Agile/Scrum | Roadmapping | Resource allocation | Risk management | Milestone & timeline tracking | Budget management | Sprint Planning | Retrospectives

Leadership & Team Development

- Cross-functional team leadership | PM mentoring | Multi-project coordination | Project governance

Stakeholder & Client Management

- Stakeholder communication | Client management | Pre-sales scoping & quoting | Requirements gathering

Process, Operations & Automation

- Workflow optimization | QA oversight | Documentation & reporting | Task & project automation | AI-assisted web-development & delivery

SEO & Digital Marketing

- Technical SEO audits | On-page optimization | CRO | Google Business Profile | Analytics

WORK EXPERIENCE

Dotty Style Creative | Sep 2022 – Mar 2026

Lead Digital Project Manager

- Guided a team of 5 project managers, standardizing onboarding, weekly status calls, roadmap reviews, and risk assessments across the portfolio.
- Improved delivery timelines and workflow handoffs across the project portfolio.
- Strengthened client satisfaction and retention through structured communication and proactive coordination.
- Led end-to-end delivery of 4–5 concurrent web and mobile app projects from initiation to launch, directing cross-functional teams of backend, mobile, and web developers, designers, and QA.
- Owned pre-sales scoping, quoting, and budget management, translating client requirements into deliverable roadmaps and quotes.
- Managed day-to-day delivery of digital projects including site launches, websites, mobile applications, and advertising campaigns.
- Delivered platforms across automotive & mobility, fintech, consumer technology, healthcare, government, and eCommerce — including a car-sharing platform (mobile app, CRM, CMS) and a fintech digital lease-bond platform.

WORK EXPERIENCE -----

Accenture | Mar 2022 – Aug 2022

Project Manager

- Managed network rollouts for a global telecom client, coordinating end-to-end workflows across cross-functional delivery teams.
- Tracked milestones, dependencies, and deliverables in Excel and an internal Accenture project-tracking tool to keep scope and timelines aligned.
- Facilitated communication between stakeholders and delivery teams; surfaced risks and blockers early and supported resolution through structured reporting.

SEO Hacker | Oct 2019 – Feb 2022

Project Management Team Lead

- Promoted from Senior Digital Project Manager to lead 3 project managers, improving delivery consistency, accountability, and team performance.
- Managed WordPress and Shopify builds, SEO & CRO projects with a team of developers, designers, and QA across multiple concurrent web development projects, owning task delegation, prioritization, and daily operations.
- Served concurrently as **QA Assistant**: ran comprehensive website QA across functionality, responsiveness, and content accuracy; documented issues and tracked fixes to resolution against acceptance criteria.

eSEOSpace | Feb 2021 – Jan 2025

Freelance SEO Consultant

- Conducted technical site audits and on-page optimization (metadata, keyword alignment, canonicalization) alongside content and development teams.
- Managed Google Business Profile setup and local-visibility optimization; maintained client citations for cross-platform search consistency.

TOOLS & TECHNOLOGIES -----

Program & Project Management

- Jira | Confluence | Monday.com | Notion | Trello | Slack | Google Workspace | Microsoft 365 | GitScrum

SEO & Web Development

- SEMrush | Yoast | Screaming Frog | Google Search Console | Google Analytics | PageSpeed Insights | Schema Validator | Hostinger | Wordpress | Shopify | Winter CMS

AI & Automation

- Claude | ChatGPT | Gemini | n8n | Notion AI | Jira RoVo

EDUCATION & CERTIFICATIONS -----

- Emilio Aguinaldo College – Cavite, Philippines | June 2015 – May 2019
 - **BA in Communication, Cum Laude**
- Google - Coursera | 2026
 - **Google Project Management Professional Certificate**
- Project Management Institute (PMI) | 2026
 - **Generative AI Overview for Project Managers**

CLIENT SECTORS -----

- Automotive & mobility | Fintech | Consumer technology | Healthcare & dental | Government | Real estate & hospitality | Retail & pharmacy | Logistics