

Joshua Wiggins

PROFILE

Results-driven Integration and Project Manager with expertise in digital, process, and marketing strategies. Proven ability to identify and develop relationships with major stakeholders, lead cross-functional teams, and drive projects to successful completion. Experienced in liaising with international teams and delivering solutions aligned with budget and timeline requirements.

SKILLS

Relationship Building
Project Management
Cross-Functional Collaboration
Digital Marketing Strategies
Budget Management
Data Analysis and KPIs
People Management

LOCATION

NYC Metro Area

CONTACT

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WEBSITE

<https://www.wigginsjosh.com/>

EXPERIENCE

MARCH 2021- PRESENT

Sr. Manager, OEM Integrations and Solutions | Tekion | Pleasanton, CA

- Identified, engaged, and developed relationships with executives and key stakeholders at prominent OEM partners, including Honda, Hyundai, Mazda, and others.
- Liaised with cross-functional international teams across North America, Asia, Middle East, and Europe to ensure project alignment and delivery.
- Acquired, understood, and disseminated technical requirement documentation to internal teams.
- Utilized operational, technical, and design knowledge to create project scope and timelines in alignment with budget and partners, driving projects to meet delivery dates.
- Managed projects by allocating resources, communicating technical requirements and business use cases, and overseeing the software development lifecycle to ensure timely completion.

JUNE 2019- MARCH 2021

Business Consultant | Shift Digital (client: Lexus USA) | Birmingham, MI

- Advised national and regional staff on digital and operational opportunities within dealerships.
- Curated and hosted learning events for region and dealership staff.
- Crafted improvements to the sales lifecycle to cater to premium clientele.
- Consulted with dealer/partners on retail process best practices, resulting in improved dealer and guest satisfaction.
- Developed action plans for dealership management and sales teams to increase their digital performance KPIs, achieving a 5% increase in internet sales closing ratio YoY.

SEPTEMBER 2017- JUNE 2019

Director, Marketing, Bus. Dev., Dig. Ops. | Princeton Auto | Princeton NJ

- Developed standard operating procedures for consumer-facing staff, led experiential marketing events, and managed marketing campaigns to enhance luxury client experiences. Liaised with dealership stakeholders, agencies, and OEMs to improve processes.

JANUARY 2012- SEPTEMBER 2017

Manager, Digital Operations | Open Road Auto Group | Bridgewater NJ

- Led digital operations and marketing strategies, achieving a 5% increase in internet sales closing ratio YoY. Oversaw campaign planning and delivery in collaboration with media, agencies, and publishing sites, driving successful digital advertising and marketing initiatives.