

TAYLOR K. MORSE

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Authorized to work in the EU (Italian resident)

PROJECT & OPERATIONS MANAGER

Digital Delivery • Cross-Functional Leadership • Operational Scaling

PROFESSIONAL SUMMARY

Project and operations manager with over a decade leading digital product delivery across distributed, cross-functional teams in North America, Europe, and South America. Builds the scoping, risk-assessment, and resource-planning systems that make engineering output predictable, and keeps executive ownership, technical leadership, and delivery teams aligned on a shared set of priorities. Experienced across regulated, multi-market environments, including GDPR and CAN-SPAM compliance, and effective across the full range of the role: as comfortable in the detail of a daily standup as in turning broad business objectives into work delivery teams can execute. Repeatedly takes on operations that have outgrown their structure and builds the processes that let them scale.

CORE COMPETENCIES

Delivery & Program Management: Project and program delivery • Full lifecycle / SDLC • Agile and hybrid delivery • Scoping and estimation • Risk assessment and mitigation • Resource planning and allocation • Delivery governance • Process design and improvement

Operations & Leadership: Cross-functional team leadership • Multi-market and distributed team coordination • Executive and stakeholder management • Vendor, agency, and legal coordination • Change management • Operational scaling • KPI definition and reporting

PROFESSIONAL EXPERIENCE

Instaclick, Inc.

Senior Project Manager / Operations Manager

Aug 2021 – Jan 2026

- Partnered with the regional technical CEO to deliver core digital products commissioned by the parent company's owner, serving as the operational link between overseas ownership, regional leadership, and a 90+ person development organization spanning engineering, QA, design, and compliance.
- Shared product ownership of the company's new flagship product with the parent-company CEO, from early concept through delivery.
- Established the scoping and risk-assessment process the PMO ran with engineering at the outset of every project. Where timelines had previously been committed without proper scoping and routinely overran, surfacing risks and organizing the work up front reduced delivery delays by roughly two-thirds.
- Designed a resource-mapping system that tied named senior and junior developers to each task, giving leadership near-immediate visibility into the staffing, scope, and cost of any proposed initiative against monthly project budgets ranging from roughly \$15K to \$330K.
- Ran project delivery for the mobile team as its dedicated project manager, leading daily standups and authoring the security and DevOps checklists for new builds. The team's on-time, low-defect delivery record led leadership to adopt its processes as the model for the wider development organization.
- Managed external delivery partners, including specialized compliance vendors, creative and SEO agencies, and regional legal counsel across jurisdictions, serving as primary point of contact for the lead marketing agency on the largest project.
- Created standardized launch checklists and technical documentation so distributed teams could run platform migrations and app-store compliance updates consistently, without regional delays.
- Provided advisory project-management support to the CTO-led migration of legacy on-premises infrastructure to distributed data centers in North America and Europe and to AWS-hosted services, helping keep the effort organized, on budget, and aligned across stakeholders.

Email Marketing Business Manager

Dec 2019 – Aug 2021

- Inherited a campaign model that produced sharp, semi-predictable revenue swings. Working with the newly built marketing team, stabilized performance at roughly 92% of prior peaks without volatility, and set the foundation for steady growth.

- Led the effort to bring 90+ web properties into GDPR and CAN-SPAM compliance amid evolving regulatory guidance, coordinating engineering and data-analyst teams on how user data was gathered, stored, filtered, and retained.
- European campaigns had been going out with poor translations and occasionally malformed text emails. Brought in a specialist translation agency to resolve the language quality and had a senior marketer rebuild the campaigns in proper HTML, which corrected the formatting and sharply lifted engagement across the EU markets.
- Defined the delivery, campaign-performance, and compliance reporting the business needed, and worked with the analyst team to build it out for the marketing, compliance, and leadership teams.

Email Marketing Project Manager

Oct 2018 – Dec 2019

- Joined an operation of two: a junior mailer covering the European market and a senior freelancer covering the US. Working with ownership, restructured and scaled it into a cross-functional team of 10+, including data analysts, marketers, copywriters, and later developers and QA, across South America, North America, and Europe.
- Managed day-to-day operations of a high-volume proprietary mailing platform backed by RabbitMQ/MailerQ.
- Built and expanded double opt-in, data-retention, and other compliance requirements into the signup flows across the site portfolio as GDPR and related frameworks took shape.
- To ship complex multilingual campaign logic reliably, reorganized template management with senior marketing and development leads into a repeatable process the team could run consistently across regions.

DPM Consulting, LLC

Technical Operations Consultant (Freelance)

May 2018 – Oct 2018

- Retained by a former legal-sector client to verify that a newly onboarded service provider's technical policies and configurations met the security and compliance standards their sector requires.
- Reviewed the provider's data-management workflows and configurations, identifying operational risks and gaps against the sector's security requirements.

Modo Networks / Architel

Technical Support Specialist & Project Liaison

2014 – 2018

- Closed more support tickets than anyone in the company's history, ranking first in both resolution volume and customer satisfaction.
- Selected to support the technical project teams ahead of standard tenure, recognized for quickly mastering complex systems and trusted with Tier-2 escalations and infrastructure upgrades alongside core project delivery.
- Designated as one of a small number of agents trusted with the company's highest-value and most sensitive accounts, stabilizing at-risk client relationships and frequently requested by clients to lead on-site engagements.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- PMI Project Management Professional (PMP), 2025
- PMI Certified Associate in Project Management (CAPM), 2023
- Certified Information Systems Security Professional (CISSP), ISC2, 2025
- Google Analytics (GA4), 2025
- Google Marketing Platform, 2024

TOOLS & PLATFORMS

Core: Jira · Confluence · AWS · Slack · Google Workspace · Microsoft Office · MS Project

Familiar: Asana · Looker Studio · Kibana

LANGUAGES

English (Native) · Italian (Intermediate) · Spanish (Intermediate) · Serbian (Beginner)