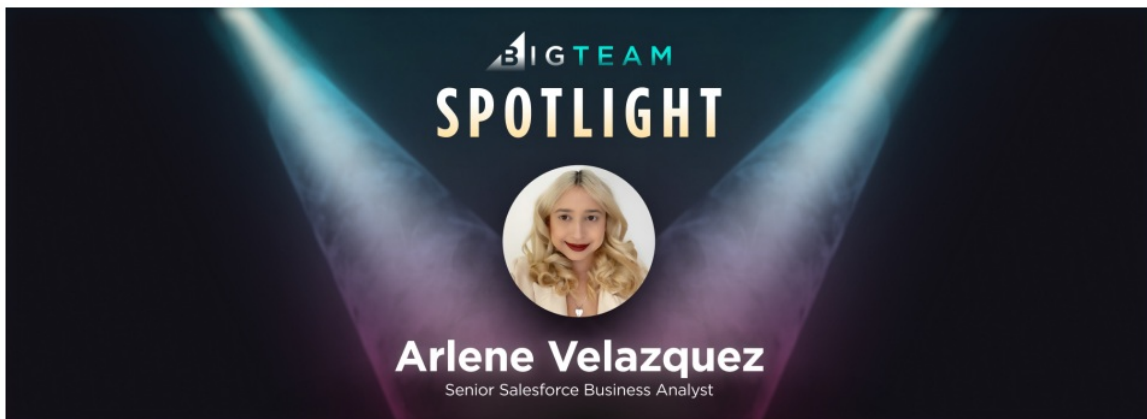


BIGCOMMERCE Creating Connections Through Technology User Guide

[Home](#) » [BIGCOMMERCE](#) » BIGCOMMERCE Creating Connections Through Technology User Guide 

BIGCOMMERCE Creating Connections Through Technology



Contents

1 INTRODUCTION

2 BIGTeam Spotlight: Arlene Velazquez

3 How did you get into the ecommerce industry?

4 What makes BigCommerce a great place to work?

5 What's the most fulfilling aspect of your role?

6 It's National Hispanic Heritage Month right now. What does your heritage mean to you?

7 What are your passions outside of work?

8 What do you shop for most online?

9 If you had an online store, what would you sell?

10 What's your favorite BigCommerce store?

11 As it's Cybersecurity Awareness Month, why do you think cybersecurity is important?

12 What do you find most fascinating about ecommerce?

13 Where do you see the future of ecommerce?

14 Documents / Resources

14.1 References

15 Related Posts

INTRODUCTION

As Senior Salesforce Business Analyst for **BigCommerce**, Arlene Velazquez specializes in analyzing business processes and business systems related data to determine where and how improvements can be made. It is important to her to understand the goals our stakeholders would like to achieve in their process, allowing the team to gather **business requirements** and design a solution that will reach its full potential.

BIGTeam Spotlight: Arlene Velazquez

*Arlene Velazquez is no apprentice to the technology industry. Her career experience highlights the connection **ecommerce** creates globally and, particularly during Cybersecurity Awareness Month, the importance of establishing cybersecurity policies.*

How did you get into the ecommerce industry?

Arlene Velazquez: "I joined the ecommerce (FinTech) industry in 2013, nine years ago. I started as a receptionist for USAePay, now acquired by NMI. A few months later, I was promoted to customer service and then promoted to channel sales, where I managed new and pre-existing reseller partnerships (IP-Branded, Co-Branded, International and Non-Delegated) and technology partnerships (Magento, WooCommerce, etc). "Eventually, I transitioned into project management where I managed EMV certification projects with First Data, TSYS, Paymentech, Cybersource, Heartland, Worldpay and Vantiv."

"I enjoy being a part of the ecommerce industry because it is used everywhere around the world. It brings us all together."

What makes BigCommerce a great place to work?

AV: *"My experience at BigCommerce has been amazing. I can't believe it's been a year already. The employee culture makes it a wonderful place to work. During my first year, I have met many talented peers that have welcomed me with open arms. "It's nice when you and the peers you work with want to grow and create a bigger impact at BC. I can't wait to see all of the amazing things my peers will do in 2023."*

What's the most fulfilling aspect of your role?

AV: *"Delivering a successful project on time is fulfilling. I literally get butterflies in my stomach. I enjoy simplifying*

manual processes by leveraging technology, therefore when a new feature is introduced it's exciting to see how it will be utilized and the positive impact it will bring."

It's National Hispanic Heritage Month right now. What does your heritage mean to you?

AV: *"Learning, representing and being aware of my heritage means everything to me. I enjoy celebrating the contributions that have been achieved and the many that will occur in the future."*

"Seeing the world from a Latinx perspective is fascinating, I see how family, work and our culture are very important to us. I was taught that family is first and to follow my dreams and always dedicate 110% to everything I do. My heritage has shaped me into the person I am today."

What are your passions outside of work?

AV: *"I enjoy spending time with my four year old daughter, family and friends. Living in LA, it's nice to visit Disneyland on the weekends with my little one – we are annual pass holders. We love Disney! I also enjoy fashion, hiking, concerts/festivals, playing video games, watching reality TV shows, documentaries and finding ways to contribute to my community."*

What do you shop for most online?

AV: *"I'm a fashion junkie. I usually shop for tops and jackets (coats, blazers, hoodies, etc). Yes, jackets even if it's summer."*

If you had an online store, what would you sell?

AV: *"I'd love to sell vegan skincare products."*

What's your favorite BigCommerce store?

AV: *"My favorite store is [Skullcandy](#). During middle school, Skullcandy was my favorite brand of earphones."*

As it's Cybersecurity Awareness Month, why do you think cybersecurity is important?

AV: *"Cybersecurity is important because it helps individuals protect themselves from hackers, online phishing, malware and so much more. We live in a world where technology is an essential tool in our day to day routine. We use technology to communicate, issue transactions, manage assets, store metadata, etc."*

"I appreciate Cybersecurity Awareness Month because it reminds me how important it is to implement robust cybersecurity policies and procedures that will create protection and keep us one step ahead."

What do you find most fascinating about ecommerce?

AV: *"The most fascinating thing about ecommerce from my perspective is being able to connect to the world directly from your computer. It's nice to be able to navigate through the Internet and be able to explore so many websites with different products from all over the world. Over the last couple of years, ecommerce has expanded enormously – can't wait to see what it transforms into."*

Where do you see the future of ecommerce?

AV: *"I see ecommerce expanding more than what it is today. With recent technology, I see ecommerce becoming a little more automated for customers."*

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Documents / Resources

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- [User Manual](#)