

# JAVIER ZAVALETA

## FULL STACK DEVELOPER & AUTOMATION SPECIALIST

### CONTACT

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[LinkedIn](#)

[GitHub Portfolio](#)

[Personal Portfolio](#)

### SKILLS

JavaScript | jQuery

HTML5 | Python

CSS | SASS | Bootstrap Responsive

Web Design | React | Node.js

PHP (Laravel) | MySQL

REST APIs | JSON | Postman API

Power Automate | Zapier

Git | GitHub

WordPress | WooCommerce | Shopify

Debugging | Liquid (Shopify)

Microsoft Dynamics CRM | HubSpot

Agile Collaboration & Project Delivery

Agile Methodologies

Project Management

Google Analytics | Google Tag

Manager

A/B Testing

Responsive Web Design

E-Commerce Development

BrowserStack

Continuous Improvement

Data Structures & Algorithms

Microsoft Power Apps

English & Spanish Fluency

### EDUCATION

#### BA in Computer Engineering Technology

New York City College of Technology  
2015 – 2018

#### AA in Electromechanical Engineering Technology

New York City College of Technology  
2015 – 2018

### PROFILE

A Full Stack Engineer & Automation Specialist with 5 years of experience building scalable web applications and automating enterprise workflows. Skilled in CRM integrations (Dynamics 365, HubSpot) and custom automations that reduce operational costs and improve lead capture efficiency. Proven ability to modernize websites, optimize performance (25% faster load times), and deliver automations that save hundreds of hours annually.

### EXPERIENCE

#### Full Stack Developer | NIQ

2021 – 2025

- Modernized and maintained the company website using WordPress, HTML, CSS, JavaScript, SASS, PHP, and Bootstrap, executing multiple successful site rebrands.
- Achieved a successful transition from ON24 to Livestorm, reducing annual costs by over 90% and leading to greater stakeholder engagement due to a seamless integration.
- Built workflow optimizations using Power Automate that cut operational costs by 50% and increased focus on higher-impact development priorities.
- Developed CRM integrations for HubSpot and Dynamics 365, using JavaScript and PHP for form automation, parent-iframe communication, geolocation, and URL parameter tracking to enhance lead data quality and boost conversion accuracy.
- Conducted cross-browser and device testing with BrowserStack, ensuring consistent functionality and responsive design across all platforms.
- Optimized website performance through code cleanup, plugin updates, and page speed improvements, achieving 25% faster load times on key pages with New Relic.

#### Shopify Web Developer | Alzerina Jewelry

2019 – 2021

- Designed and maintained a Shopify eCommerce store, boosting customer engagement and conversions.
- Coded responsive features (HTML, CSS, JavaScript, Liquid, JSON) to improve site speed and functionality.
- Revamped the site with a modern UX/UI Design for mobile and desktop, increasing user engagement by 25%.

#### College TA | Laguardia Community College

2015 – 2019

- Mentored and tutored students in mathematics (remedial through differential equations), improving comprehension and academic performance.
- Led classrooms of 20+ students, developing lesson plans and fostering collaboration and engagement.
- Increased student test passing rates by 30%.

## PROJECTS

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### **LeadSync Automation – NIQ**

**2025**

#### ***Lead Capture Workflow Automation with Power Automate & API Integration***

Designed and implemented automation workflows in Power Automate to integrate Livestorm with Microsoft CRM, enabling seamless capture of leads and contacts based on event and attendee conditions. Leveraged the Livestorm API to streamline data flow, replacing a costly and inefficient legacy workflow. This solution improved lead management efficiency while reducing operational expenses.

### **Dynamics 365 CRM Form Integration – NIQ**

**2023**

#### ***Form Enhancement with JavaScript Integration***

Contribute to the integration of Microsoft Dynamics 365 CRM, enhancing the company's lead capture process. Developed JavaScript solutions to integrate outbound forms with URL parameters, including new hidden fields to store these values, ensuring accurate and efficient lead data collection for the marketing and sales teams.

### **NIQ Site Rebrand – NIQ**

**2023**

#### ***Enterprise Website Rebrand & Front-End Modernization***

Contributed to the rebranding of the company website within a 1-month deadline, collaborating closely with the development team, designers, and marketing team. Utilized WordPress, HTML, CSS, JavaScript, SASS, PHP, and Bootstrap to modernize the site's UI/UX, update and add new Gutenberg blocks, ensure brand consistency, and deliver a visually engaging, responsive website on schedule.

### **TeamFlow Automation – NIQ**

**2022**

#### ***Multi-Platform Workflow Automation with Microsoft Ecosystem Tools***

Developed an automated solution that connected Microsoft Forms, Trello, and SharePoint to streamline cross-functional workflows. Automated task creation, data capture, and email notifications across multiple teams, resulting in improved collaboration, reduced manual effort, and increased productivity.