Javier A Zavaleta
Full Stack Developer & Automation Specialist

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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   **February 2021—October 2025, Chicago, IL**

- 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, cutting 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   **January 2020—February 2021, New York, NY**

- 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 Teaching Assistant

Laguardia Community College   **September 2015—August 2019, New York, NY**

- 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%.

SKILLS

Front End: HTML5, CSS, SASS, JavaScript, TypeScript, jQuery, React, Responsive Web Design, Bootstrap

Back End & APIs: Node.js, PHP (Laravel), MySQL, REST APIs, JSON, API integration

Automation & Integrations: Microsoft Power Automate, Zapier, Microsoft Power Apps, Postman API, Microsoft Dynamics 365, HubSpot

Web & E-Commerce: WordPress, WooCommerce, Shopify, Liquid (Shopify), E-Commerce Development

Analytics, QA & Tools: Google Analytics, Google Tag Manager, A/B Testing, BrowserStack, Git, GitHub, Debugging, Unit Testing

Other Skills: Agile methodologies, Agile collaboration & project delivery, Project management, Continuous improvement

Language: English (Fluent), Spanish (Fluent)

EDUCATION

Bachelor of Technology in Computer Engineering Technology
CUNY New York City College of Technology - Brooklyn • 2018
Associate of Applied Science in Electromechanical Engineering Technology
CUNY New York City College of Technology - Brooklyn • 2016

PROJECT

LeadSync Automation

Lead Capture Workflow Automation with Power Automate & API Integration • NIQ

• 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

Form Enhancement with JavaScript Integration • NIQ

• Contributed 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.

Enterprise Website Rebrand & Front-End Modernization

Lead Capture Workflow Automation with Power Automate & API Integration • NIQ

• 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

Multi-Platform Workflow Automation with Microsoft Ecosystem Tools • NIQ

• 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.