ALTAIRE ALAYSA

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Address: 17 Benedicto Street, Don Jose Heights, Commonwealth, Quezon City

Nationality: Filipino

Skills & Tools

Automations & Integrations

- Zapier & HubSpot: Expert-level: advanced logic, conditional routing, error handling
- Notion API, Google Apps Script
- Airtable: Admin-Level, Automations, Permission Controls
- Excel (Advanced Formulas & VBA), Google Sheets & Apps Script

CMS & CRM

- Salesforce: Reporting, Dashboards, API Integration
- Shopify: Manual & Bulk Product Publishing, API & Reporting
- WordPress: Plugins, Scripting, Site Maintenance

Programming & Scripting

- JavaScript, PHP, HTML, CSS, SQL, VBA
- API Testing: Postman
- Other Tools: SSIS, SSRS, Looker Studio, GitHub, VBS

Data Expertise

- Data Cleaning, Analysis & Visualization
- Dashboard Creation
- Volume & Revenue Forecasting
- Workforce Planning, Scheduling

Objective

Seeking a role where I can apply my data engineering, analytics, and automation skills to contribute to company growth. Always striving for improvement, I value innovation and efficiency.

Professional Experience

Athlete's Thread
Data Engineer / Project Manager

Nov 2022 – Jun 2025

- Developed data pipelines and automated reporting across Shopify, Salesforce, and Airtable.
- Led cross-functional projects improving analytics processes and delivery times.
- Managed data integrations and API-based tools to streamline ecommerce analytics.
- Utilized HubSpot CMS in conjunction with Zapier to enable connectivity and automation across diverse software platforms.

Telus International
Supervisor – WFM

Nov 2018 – Oct 2022

- Automated reports using Excel VBA and transitioned dashboards to web platforms using SQL, HTML, SSRS, and Data Studio.
- Mentored teammates on automation and efficient reporting practices.
- Capacity Planning & Volume Forecasting.

Optum Global Solutions
Report Analyst – WFM

2015 – 2018

Convergys
AT&T Uverse Technical Support Representative

2014 – 2015

TN Visa Expert
Web Designer (Home Based)

2013 – 2014

IBM Daksh
Apple iTunes Technical Support Representative

2012 – 2013

Daewoo Engineering and Constructions
IT Personnel

2011 – 2012

Ras Laffan Industrial City, State of Qatar

Education

Bachelor of Science in Computer Engineering (Undergraduate)
Technological Institute of the Philippines – Cubao, Quezon City (2004 – 2007)

Secondary: Cielito Zamora National High School Annex – Camarin, Caloocan City (2003 – 2004)

1st to 3rd Year High School: Guardian Angel School – Deparo, Caloocan City (2000 – 2003)