ALTAIRE ALAYSA

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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.
- Implemented automation workflows using HubSpot CMS and Zapier, enabling seamless connectivity across multiple SaaS applications.
- Drove continuous improvement initiatives in data infrastructure, reporting accuracy, and business intelligence processes.

Telus International
Supervisor – WFM (Nov 2018 – Oct 2022)

- Spearhead automation initiatives and continuous enhancements in workforce management processes and reporting tools, leveraging SQL to manage and analyze large datasets for program KPIs.
- Lead and manage workforce planning, real-time monitoring, and scheduling to ensure optimal staffing levels and service delivery.
- Oversee a team of workforce analysts responsible for forecasting, scheduling, and intraday management.
- Develop and analyze staffing models, capacity plans, and forecast reports to align with business objectives.
- Monitor real-time performance metrics (AHT, SLAs, adherence) and implement corrective actions as needed.
- Lead regular reviews with stakeholders on staffing, performance, and action plans.

Optum Global Solutions
Report Analyst – WFM (2015 – 2018)

- Automate recurring reports and data extracts to streamline reporting processes and improve efficiency.
- Design, build, and optimize reports and dashboards in SSRS and Tableau to support business decision-making.
- Ensure data accuracy, consistency, and integrity in all reports and visualizations.
- Document reporting processes, data sources, and business logic for transparency and knowledge sharing.

Convergys
AT&T Uverse Technical Support Representative (2014 – 2015)

TN Visa Expert
Web Designer (2013 – 2014)

IBM Daksh
Apple iTunes Technical Support Representative (2012 – 2013)

Daewoo Engineering and Constructions
IT Personnel – Ras Laffan Industrial City, State of Qatar (2011 – 2012)

Education

Bachelor of Science in Computer Engineering
Technological Institute of the Philippines – Cubao, Quezon City (2004 – 2008)

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)