# 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

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## 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)