RALDZ BORJA

Automation Developer / Data Analyst / Freelance Web Developer / Tech VA

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https://workwithborj.com

ABOUT ME

I'm a tech-savvy professional with 12 years of corporate experience in the BPO and Tech industries, where I've worked across lines of business such as Banking and Finance, Insurance, and Retail.

I specialize in Data Analysis, Reports Automation, Task Automation, Robotics Process Automation (RPA), Customer Service, Tech and Operations Support. Alongside this, I also have a strong passion for coding, designing and building websites, and creating web applications.

TECHNICAL SKILLS

Automation & RPA:
Automation Anywhere, UiPath, Zapier, Make, N8N, Flowise, Power Automate

Data Analysis:
Power BI, MySQL, Excel, Excel VBA / Macros

Web Development:
HTML, CSS, JS, React, Supabase WordPress, Elementor, WooCommerce

UI Design:
Figma, Canva

Others:
Git, API Integration, Conversational AI & RAG Chatbots,

WORK EXPERIENCE

FREELANCE
Jul 2024 - Present

Web Developer / Automation Developer

- Automated email marketing campaign workflows on Marketing Platforms like Zoho improving campaign efficiency by 40%.
- Developed Web Applications, Static Websites, Landing Pages, WordPress sites, focusing on responsiveness and speed.
- Built and maintained automation workflows across GoHighLevel, n8n, and Zapier, streamlining business processes and enhancing system integrations.
- Migrated automation workflows from Zapier to n8n, ensuring continuity, scalability, and cost-effectiveness.
- Automated multi-platform data pipelines and task synchronization between Airtable, Notion, Slack, Google Sheets, and Google Drive using n8n and Zapier.
- Integrated AI agents such as OpenAI, Anthropic Claude, and Google Gemini to enable intelligent decision-making, content generation, and conversation handling within automated systems.
- Leveraged webhooks and custom HTTP requests to build dynamic, event-driven automations that connect external systems and APIs with precision and flexibility.
- Designed visually compelling marketing assets and email content in Figma, aligned with brand identity and campaign goals.
- Developed intuitive and user-focused UI prototypes for both web and mobile using Figma, supporting user testing and iterative design.
- Crafted clean, modern web UI designs ready for developer handoff or direct implementation, ensuring pixel-perfect execution and user satisfaction.

COGNIZANT
Remote
Jan 2020 - Jun 2024

Robotics Process Automation (RPA) Developer

- Collaborated with Business Analysts and Stakeholders to identify, document, and assess processes for automation opportunities, requirements, feasibility and ROI.
- Designed, Developed, and Deployed end-to-end Automation Workflows using Automation Anywhere (A360) to automate repetitive and rule-based tasks.
- Built Re-usable Automation Components and maintained scalable bot architecture.
- Conducted unit, SIT (System Integration Testing), and end-to-end testing to ensure seamless integration and solution integrity
- Created detailed Process Maps, End-to-End Automation Solution Design and End-User Documentation.
- Troubleshot bot failures and implemented fixes, improving stability and uptime
- Team Leadership and Team Management
- Led code reviews and enforced coding best practices across the RPA team

PERSONAL DETAILS

Birthdate:
November 24, 1989

Civil Status:
Single

Nationality:
Filipino

Languages:
English, Tagalog

LINKS

LinkedIn:
https://www.linkedin.com/in/raldzb
orja/

CERTIFICATIONS

Automation Anywhere Certified
Advanced RPA Professional
(AAADVC-25466003)

COGNIZANT
Pasig City, Philippines
Jan 2019 - Jan 2020

Robotics Process Automation (RPA) Production & Platform Support

- Managed bot scheduling, reporting, and monitoring in production environments
- Investigated and resolved bot errors through root cause analysis and cross-team collaboration
- Maintained internal knowledge bases and created troubleshooting guides for L1 support teams
- Handled bot code migration across test and production regions
- Set up and configured virtual machines to host and deploy RPA bots
- Supported platform administration tasks within UiPath ecosystem

COGNIZANT
Pasig City, Philippines
Jan 2013 - Jan 2019

Data & Reports Analyst / Automation Developer

- Developed automated Excel-based tools using VBA to streamline performance tracking and metrics analysis for BPO operations, significantly reducing manual workload.
- Managed databases and performed data collection, querying, and transformation using SQL
- Created dashboards and visual reports to identify trends and support decision-making
- Automated reporting workflows using Excel VBA and macros, improving report accuracy & efficiency.
- Built and published interactive dashboards with Power BI and Excel

WNS GLOBAL SERVICES
Quezon City, Philippines
Jan 2012 - Oct 2012

Finance Associate

- Processed mutual fund asset transfers between custodians, ensuring accuracy and compliance with time standards
- Handled money movements, including share transfers, exchanges, and asset liquidations
- Verified forms & documents from clients, financial advisors, and institutions for completeness and correctness
- Assigned cases to team members and supported efficient workload distribution

HEADSTRONG
Makati City, Philippines
Apr 2011 - Dec 2011

Data Entry Associate

- Reviewed and analyzed scanned documents including application forms, power of attorney, and trustee certificates
- Verified document accuracy and compliance before data processing
- Accurately migrated validated information into the client's database system

EDUCATION

OUR LADY OF FATIMA UNIVERSITY
Valenzuela City, Philippines
2010

Bachelor of Science in Nursing

- PH Registered Nurse (Inactive License)

PROFESSIONAL DEVELOPMENT

Web Development & Programming
- **The HTML & CSS Bootcamp 2024 Edition** - Udemy
- **Shopify for Beginners - The Complete Shopify Course** - Udemy
- **Build eCommerce websites with WordPress & WooCommerce** - Udemy
- **Become a WordPress Developer: Unlocking Power With Code** - Udemy
- **WordPress 2025: The Complete WordPress Website Course** - Udemy
- **The Complete 2024 Web Development Bootcamp** - Udemy
- **The Complete JavaScript Course 2025: From Zero to Expert** - Udemy
- **The Ultimate React Course 2025: React, Next.js, Redux, Tailwind CSS** - Udemy
- **Basic Web Development Workshop** - Zuitt Coding Bootcamp

UI/UX Design
- **Figma UI UX Design Essentials** - Udemy
- **Figma UI UX Design Advanced** - Udemy
- **Master Figma from 0 to 100** - Domestika
- **Innovative Web Design in Figma** - Domestika
- **Web Design with Figma: Building Striking Compositions** - Domestika

Data Analysis
- **The Ultimate MySQL Bootcamp** - Udemy
- **Microsoft Power BI Desktop for Business Intelligence** - Udemy
- **Business Intelligence With Power BI Desktop** - Data Analytics Philippines
- **Microsoft Office Specialist: Excel Associate** - Data Analytics Philippines
- **MySQL Querying Fundamentals** - Data Analytics Philippines

Automation / No-Code Tools
- **The Complete Zapier Course: From Beginner To Expert (2025)** - Udemy
- **AI Automation: Build LLM Apps & AI-Agents with n8n & APIs** - Udemy
- **N8N - AI Agents, AI Automations & AI Voice Agents** - Udemy

Others
- **GoHighLevel Funnel & Membership Site Building** - Home-Based Connect