


# MALCOLM CUADY


4TH YEAR INFORMATION  
TECHNOLOGY STUDENT




 Filipino, English, German (A1)

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 jcuady@gmail.com

 2 Mt. Holy, Marikina

 <https://github.com/joax14>

 <https://www.linkedin.com/in/malcolm-joaquin-cuady-7566bb262/>

## SKILLS

### Technical Skills

- Database Management & SQL
- Lean Six Sigma Certification
- Full-Stack Development
- Software Quality Assurance
- Data Science & Analytics
- Network Infrastructure Management
- Microsoft Office Suite & Workflow Automation

### Soft Skills

- Analytical & Problem-Solving Skills
- Adaptability & Teamwork
- Communication & Collaboration

## EDUCATION

### COLLEGE

De La Salle University

2021-present

2nd Honors Deans

List (AY 2023-2024)

1st Honors Deans

List (AY 2024-2025)

Co-founder of DLSU

Data Science Society

(DSS)



## PROFILE

As a 4th-year BS-Information Technology student with a strong passion for automation, data science, and full-stack development, I specialize in designing streamlined workflows and optimizing processes using tools such as Airtable, HubSpot, and Asana. My technical proficiency spans frontend and backend development, quality assurance, and data analytics, enabling me to build scalable, high-performance systems.

Skilled in SQL, data visualization, and automation technologies, I excel in system design, deployment, and process optimization. I am driven to apply my skills in innovative projects where I can make meaningful contributions, gain hands-on experience, and deliver technology-driven solutions that enhance operational efficiency.

## WORK EXPERIENCE

### FOUNDER | OPTRIZO

Lead Developer/Project Manager

2024 – Present

Founded a startup focused on workflow automation, digital transformation, and CRM optimization for small to medium enterprises. Led technical implementation and client strategy across multiple industries.

- **ShoeCrew PH:** Developed Airtable-based automation and sales workflows; integrated Pancake CRM to drive lead conversion and sales.
- **TGM Express:** Automated billing systems and internal operations, improving efficiency and tracking.
- **Hakum Auto Care:** Designed a queuing kiosk system and automated marketing and CRM using Pancake, boosting customer engagement and service turnaround.

### WEB DEVELOPER INTERN

GrayceCare

2024(Sept-Nov )

- Built a fully automated website using **WordPress** and **Elementor**.
- Optimized the site for **SEO** to enhance search visibility and traffic.
- Designed a user-friendly interface for improved navigation.

### DATA ANALYST INTERN

Startek Pasig( Michael De Jesus - Operations Manager)


2023-2024

- Cleaning/Storing Data
- Basic Data Science with regression and ANOVA analysis
- Analyzed and applied sentiment analysis to real data.
- Utilized PowerBI and SQL for data visualization, analysis, and querying.
- Data used (xlsx, csv,db)

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## CERTIFICATIONS

- **Airtable Admin Certification** (Issued Feb 2025 – Expires Mar 2027)
- Proficient in creating and managing databases, designing automated workflows, and optimizing team collaboration.
- **HubSpot Marketing Hub Software Certification** (Issued Jan 2025 – Expires Feb 2026)
- Skilled in using HubSpot for marketing automation, customer engagement, and CRM integration.
- **HubSpot SEO Certification** (Issued Jan 2025 – Expires Feb 2026)
- Expert in implementing SEO strategies to improve search visibility and organic traffic.
- **Klaviyo Developer Certificate** (Issued Jan 2025 – Expires Jan 2027)
- Specialized in email marketing, automation, and customer lifecycle management.
- **Workflow Specialist Certificate** (Asana) (Issued Jan 2025 – Expires Jan 2026)
- Proficient in optimizing workflows, project management, and enhancing team productivity.
- **Airtable Builder Certification** (Issued Nov 2024 – Expires Dec 2026)
- Advanced skills in designing and customizing Airtable bases for data-driven projects and workflows.
- **CCNA: Enterprise Networking, Security, and Automation (ENSA)**
- Showcasing expertise in network infrastructure, security protocols, and enterprise-grade automation solutions.
- **Lean Six Sigma White Belt Certification**
- Demonstrating proficiency in process improvement methodologies and data-driven problem-solving.