

# Justine L. Castaneda

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## Summary

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Proactive and detail-oriented web developer with hands-on experience in full-stack development and marketing technology solutions. Skilled in creating responsive, scalable applications and optimizing marketing platforms using modern technologies like TypeScript, React.js, and SQL. Proven ability to lead projects, mentor team members, and deliver high-quality solutions under tight deadlines. Passionate about leveraging technical expertise to enhance user experiences and streamline processes in dynamic environments.

## Experience

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### Junior Marketing Technology Developer

07/2024 – 02/2025

Altus Digital | Melbourne, Australia (Remote)

- Managed and executed email marketing deliverables, including personalized email campaigns, journey automations, and audience segmentation.
- Utilized SQL, AMPscript, and JavaScript to customize and optimize marketing automation processes, email campaigns, and data segmentations based on client specifications
- Developed and optimized Salesforce Marketing Cloud solutions for client campaigns, focusing on scalability and performance.
- Built internal applications and extensions for Salesforce Marketing Cloud, enhancing operational efficiency and reducing manual workload.
- Designed and implemented an internal tool that automated repetitive marketing processes, improving productivity and reducing errors.

### Full Stack Developer Intern

02/2024 – 05/2024

MyDreamVisa LLC | Florida, USA (Remote)

- Led the migration of the project from Options API to Composition API in Vue.js, improving code maintainability and scalability
- Successfully transitioned the codebase to TypeScript, reducing runtime errors and increasing developer efficiency.
- Designed and implemented a comprehensive Tooltip System and Onboarding System, enhancing user experience and reducing onboarding time for new users.
- Promoted to Project Manager role, overseeing and mentoring two interns, resulting in an increase in team productivity and meeting all project deadlines.

## Education, Certifications, and Skills

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Polytechnic University of the Philippines Sta. Rosa | B.S. Information Technology

Graduated 10/2024

Certificate of Completion for Advanced PHP Track

Issued 08/2022

Certificate of Completion for Web Fundamentals Track

Issued 07/2022

**Languages:** Javascript | Typescript | Python | PHP | Ruby | C | C# | C++ | Java | Bash | HTML | CSS | SQL

**Web & Software Development:** Next.js | React.js | Quasar | Vue.js | Node.js | Supabase | PostgreSQL | MySQL | Laravel | Spring Boot

**Marketing Technology:** Salesforce Marketing Cloud (AMPscript, SQL, Automation Studio, Journey Builder, Email Studio)

**DevOps & Cloud:** GitHub Actions | Docker | Portainer | CI/CD Pipelines | Serverless | Containerization & Orchestration | AWS | EC2 | S3

**Soft Skills:** Communication | Problem-solving | Adaptability | Leadership | Time Management | Collaboration | Continuous Learning | Team-Player

## Projects

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### **e-Dukado: Learning Management System (Capstone)**

Santa Rosa Elementary School Central I

10/2023 – 02/2024

- Spearheaded the development of “e-Dukado,” a cutting-edge Learning Management System, as the capstone project for Santa Rosa Elementary School Central I.
- Leveraged advanced web development technologies, including Next.js and Supabase, to create a highly responsive and user-friendly platform.
- Collected and analyzed user feedback from both students and educators, leading to iterative improvements that enhanced the overall learning experience and platform adoption.

### **PUP – Online Transaction Management System**

Polytechnic University of the Philippines Sta. Rosa

03/2023 – 01/2024

- Implemented a robust authentication system to safeguard sensitive data and restrict access, prioritizing user privacy and system integrity.
- Designed and optimized database structures, leveraging SQL queries to improve data retrieval and storage efficiency.
- Documented the system architecture, database schema, and codebase, providing comprehensive insights for future maintenance and enhancements, which facilitated easier troubleshooting and updates.