

# Rodelo Escueta

Senior Full-Stack Developer

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## Professional Summary

Highly experienced Full-Stack Developer with 10+ years in the industry, specializing in startup automation and API integrations. Passionate about AI tools and modern development workflows, with extensive experience in building comprehensive CRM systems, SEO tools, and content management platforms. Currently serving as the sole developer maintaining critical systems after company-wide restructuring.

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## Core Technologies

### Frontend

- **JavaScript/TypeScript** - Modern ES6+, async/await patterns
- **React/Next.js** - Server-side rendering, static generation
- **Vue.js** - Component-based architecture
- **Tailwind CSS** - Utility-first styling
- **ShadCN UI** - Modern component libraries

### Backend

- **Node.js/Express** - RESTful APIs, middleware development
- **PHP** - Server-side development
- **Python** - Automation scripts, data processing
- **Socket.io** - Real-time communication

### Databases

- **PostgreSQL** - Advanced queries, optimization
- **MySQL** - Database design, performance tuning
- **CouchDB** - NoSQL document storage
- **DynamoDB** - AWS serverless database
- **Redis** - Caching, session management

### DevOps & Cloud

- **Docker** - Containerization, multi-stage builds
- **AWS** - EC2, S3, Lambda, RDS
- **Vercel** - Deployment, serverless functions
- **Digital Ocean** - VPS management
- **Contabo** - Server hosting
- **Nginx** - Web server configuration
- **Ubuntu** - Server administration

### Development Tools

- **Git** - Version control, branching strategies
- **Cursor IDE** - AI-powered development
- **Postman** - API testing and documentation
- **Jira** - Project management

## Specialized Technologies

- **Auth.js/JWT** - Authentication systems
  - **Drizzle ORM** - Type-safe database queries
  - **BullMQ** - Job queue processing
  - **OpenAI API** - AI integration
  - **WordPress API** - Content management
  - **Sequelize** - Database ORM
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## Work Experience

### Sr. Full-Stack Developer | Outgive, Canada

2021 - Present

- **API Integration Specialist:** Integrated multiple APIs including Rainforest API, Amazon SP API, Gmail, Braintree, and Zoho to deliver comprehensive analytics on clients' sales and profits
- **CRM Development:** Developed a complete CRM system managing the entire business process from lead generation through sales stages, proposal creation, to client acquisition
- **Team Leadership:** Currently the sole remaining developer after the team was reduced from 12 members due to company-wide layoffs, maintaining critical systems and ensuring business continuity
- **Technology Stack:** React, Node.js, PostgreSQL, Express, AWS, Redis, Docker

### Freelance Developer | Remote

2022 - Present

- **Part-time Services:** Providing 20+ hours/week freelance development services alongside full-time role
- **Client Portfolio:** Developed static websites for local businesses including Massage Remedial Care LLC and Naxos Café & Restaurant
- **Startup Collaboration:** Collaborated with startups to create specialized SEO tools and automation solutions to enhance their digital marketing capabilities
- **Technology Focus:** Next.js, TypeScript, Tailwind CSS, Vercel deployment

### Full-Stack Team Lead | HRD, Philippines (Japan Company)

2017 - 2021

- **Leadership Role:** Internally promoted to Full-Stack Team Lead position
- **Project Management:** Spearheaded the design and development of multiple projects alongside development team
- **Technical Mentorship:** Guided junior developers and established coding standards
- **Full-Stack Development:** End-to-end application development from concept to deployment

### Self-Taught Developer | HRD, Philippines (Japan Company)

2015 - 2017

- **Skill Development:** Self-taught HTML, CSS, JavaScript, and PHP to expand technical capabilities

- **Career Transition:** Successfully transitioned from AutoCAD design to software development
- **Initiative:** Proactively learned new technologies while maintaining existing responsibilities

## AutoCAD Designer | HRD, Philippines (Japan Company)

2010 - 2017

- **Technical Design:** AutoCAD designer and labor cost estimator
  - **Project Planning:** Accurate cost estimation for construction projects
  - **Career Foundation:** Built foundation in technical problem-solving and attention to detail
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## Featured Projects

### Konker - Freelancer Marketplace Platform

<https://konker.io>

- Comprehensive platform connecting skilled professionals with clients
- **Role:** Frontend developer contributing to early-stage development
- **Key Features:** Real-time communication with Socket.io, modern UI components
- **Tech Stack:** Next.js, TypeScript, Tailwind CSS, ShadCN UI, Socket.io

### Wiki-Tool - Wikipedia Link Analysis Tool

- Comprehensive tool for analyzing backlinks and outgoing links from Wikipedia articles
- **Features:** Authentication system, worker queues, compressed Wikipedia data analysis
- **Architecture:** Frontend (Next.js) + Backend (Node.js/Express) with PostgreSQL and Redis
- **Tech Stack:** Next.js, TypeScript, Express, PostgreSQL, Redis, BullMQ, JWT, Docker

### WordPress Submitter - Multi-Site Content Management

- Centralized platform bridging multiple WordPress sites for content publishing
- **Innovation:** Eliminates need to login to individual WordPress installations
- **Features:** WordPress API integration, authentication system, rich text editing
- **Tech Stack:** Next.js, TypeScript, Auth.js, Drizzle ORM, PostgreSQL, WordPress API

### Search Console Rank Tracker - SEO Analytics Tool

- Solves Google Search Console's 16-month data limitation
- **Features:** Automated data collection, multi-site management, advanced reporting
- **Key Benefits:** Historical data retention, custom date ranges, export capabilities
- **Tech Stack:** Next.js, TypeScript, Express, PostgreSQL, Docker, Google API

### Article Generation Tool - AI Content Creation

- Automated SEO content generation using web scraping and AI
- **Process:** Scrapes content by topic/keywords → OpenAI processing → WordPress publishing

- **Impact:** Streamlines content creation for SEO improvement
- **Tech Stack:** Next.js, OpenAI API, ShadCN UI, Python, PostgreSQL, Contabo

## Better-seller - Amazon Analytics Platform

<https://agency.betterseller.com/>

- Enhances Amazon selling through data-driven insights and analytics
  - **Features:** Performance tracking, profitability analysis, seller optimization
  - **Integration:** Multiple third-party APIs for comprehensive data collection
  - **Tech Stack:** PostgreSQL, Express, React, Node.js, Docker, AWS, Zoho, Braintree
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## Technical Expertise

### API Integrations

- **E-commerce:** Amazon SP API, Braintree payments
- **CRM Systems:** Zoho, Attio CRM integration
- **AI Services:** OpenAI API implementation
- **Communication:** Gmail API, real-time messaging
- **SEO Tools:** Google Search Console API, Wikipedia API

### Architecture Patterns

- **Microservices:** Containerized applications with Docker
- **Real-time Applications:** Socket.io implementation
- **Queue Systems:** BullMQ for background job processing
- **Authentication:** JWT, Auth.js, OAuth implementations
- **Database Design:** Relational and NoSQL database architecture

### AI & Automation

- **AI Integration:** OpenAI API for content generation
  - **Process Automation:** Workflow optimization for startups
  - **Data Processing:** Python scripts for data analysis
  - **Content Management:** Automated publishing systems
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## Professional Highlights

- **▯ Solo System Maintenance:** Successfully maintaining critical systems as sole developer after 12-person team reduction
  - **▯ Startup Specialist:** Extensive experience building tools and automation for startup environments
  - **▯ AI Enthusiast:** Early adopter of AI tools including ChatGPT Pro and Cursor IDE
  - **▯ API Integration Expert:** Proven track record integrating complex third-party APIs
  - **▯ SEO Tools Developer:** Created multiple tools for SEO optimization and analytics
  - **▯ Full-Stack Proficiency:** End-to-end development from database design to UI/UX
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## Education & Learning

### Self-Directed Learning

- **Continuous Learning:** Self-taught programming starting with HTML/CSS/JavaScript

- **Modern Technologies:** Constantly learning new frameworks and tools
- **AI Tools:** Proficient with ChatGPT Pro, Cursor IDE, and other AI development tools
- **Best Practices:** Focus on clean code, testing, and maintainable architecture

## Professional Development

- **Problem Solving:** Strong analytical and debugging skills
  - **Project Management:** Experience leading development teams
  - **Client Communication:** Direct client interaction and requirement gathering
  - **Agile Methodologies:** Familiar with Scrum and Kanban workflows
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## Additional Information

### Work Style

- **Remote Work:** Experienced in distributed team collaboration
- **Time Management:** Successfully balancing full-time and freelance commitments
- **Adaptability:** Quick to learn new technologies and adapt to changing requirements
- **Ownership:** Takes full ownership of projects from conception to deployment

### Interests

- **AI & Automation:** Passionate about leveraging AI for development efficiency
- **Modern Web Standards:** Staying current with web development best practices