Celeste Zapata

Full Stack Developer | Integration Specialist | Growth Engineer

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I'm a developer with a programming degree and over 5 years of cross-industry experience, having worked closely with designers, publishers, marketers and analysts to deliver high-impact digital products.

I specialize in building *pixel-perfect*, **accessible**, and **SEO-optimized** interfaces, with a strong focus on **performance optimization**, essential for maintaining a high **Quality Score** for websites.

Passionate about 🌱 *Sustainable Software Engineering*, I prioritize clean code and resource-efficient practices to reduce environmental impact and optimize infrastructure costs.

LAST WORK EXPERIENCE

Integration Specialist at AWG
07/2024 - PRESENT [Buenos Aires, Argentina] [Telecommunications, B2C]

★ Designed and maintained internal tools and dashboards using Google Ad Manager's API and AWS, automating workflows and reporting across the ad delivery process.
★ Reduced implementation time and manual work by building scalable full-stack solutions, enabling faster decision-making for internal teams and external publishers.
★ Acted as a technical lead in cross-team initiatives, running internal workshops and leveraging AI tools to improve efficiency and code quality.

Growth Engineer at Slang
08/2022 - 02/2024 [Boston, USA] [EdTech, B2B2C]

★ Built and structured the Growth Engineering function from scratch, focusing on scalable solutions to support marketing and sales needs.
★ Led the redesign and performance optimization of over 20 marketing assets, improved analytics accuracy, and boosted SEO health.
★ Replaced third-party dependencies by developing internal landing pages and tools, cutting costs and improving user data tracking.

Frontend Developer at Hexos Renewals
12/2021 - 07/2022 [North Carolina, USA] [E-commerce, B2C]

★ Delivered high-impact features that closed technical gaps and enhanced UX in a fast-paced agile team.

Frontend Developer at Aconcagua Software
11/ 2020 - 12/2021 [Mendoza, Argentina] [Software Solutions, B2C]

★ Led a product module from scratch and mentored UI team members, improving app design and team standards.

Frontend Developer at Ocean Ring Technologies
04/2020 - 08/2022 [Philadelphia, USA] [Software Solutions, B2C]

★ Built custom features for client-specific needs in B2C software, improving usability and user satisfaction.

Full Stack Developer at Vaypol
04/2019 - 10/2020 [Mendoza, Argentina] [E-commerce, B2C]

★ Achieved a 100% SEO score and boosted organic traffic by enhancing UX and integrating advanced analytics.

TECH SKILLS

★ React.js & TypeScript
★ Node.js & PHP
★ AWS
★ Google Ad Manager API
★ SQL
★ WordPress

★ SEO & Semantic HTML
★ Git & GitHub
★ Responsive Design & WCAG
★ Figma
★ Digital & Advertising Tools Integration

SOFT SKILLS

★ Teamwork
★ Proactivity
★ Continuous learning
★ Self-management skills
★ Attention to detail
★ Adaptability to change

★ Verbal communication
★ Analytical thinking
★ Autonomy in learning
★ Ability to give feedback
★ Written communication
★ Problem-solving skill