Celeste Zapata

Teach Led | Full Stack Developer

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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

Tech Lead | Integration Specialist at AWG

07/2024 - PRESENT [Buenos Aires, Argentina] [Telecommunications, B2C]

- ★ Led technical analysis, design, and development of ad tech platforms integrated with Google Ad Manager API, creating specialized tools for programmatic advertising workflows.
- ★ Owned end-to-end development and maintenance of internal reporting systems and publisher-facing tools, reducing manual processes and enabling data-driven decision-making.
- ★ Drove technical leadership initiatives including cross-functional collaboration, code quality standards, and team knowledge-sharing through workshops and AI-assisted development practices.

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