

Celeste Zapata

Full Stack Developer | Integration Specialist | Growth Engineer

 [/in/zetadeceleste](https://in/zetadeceleste) |  [/zetadeceleste](https://zetadeceleste) | zdceleste@gmail.com | zetadeceleste.dev

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 [AWC](#)

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

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|-------------------------|-------------------------------|
| ★ React.js & TypeScript | ★ SEO & Semantic HTML |
| ★ Node.js & PHP | ★ Git & GitHub |
| ★ AWS | ★ Responsive Design & WCAG |
| ★ Google Ad Manager API | ★ Figma |
| ★ SQL | ★ Digital & Advertising Tools |
| ★ WordPress | Integration |

SOFT SKILLS

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|--------------------------|----------------------------|
| ★ Teamwork | ★ Verbal communication |
| ★ Proactivity | ★ Analytical thinking |
| ★ Continuous learning | ★ Autonomy in learning |
| ★ Self-management skills | ★ Ability to give feedback |
| ★ Attention to detail | ★ Written communication |
| ★ Adaptability to change | ★ Problem-solving skill |