UPSTAFF

Alberto Viotti
Middle CRM Developer

SUMMARY

Software engineer with a robust track record in CRM development, specializing in marketing automation and data cleaning. Proficient in No Code & Low Code solutions, leveraging tools like Zapier and Make to enhance workflow efficiency. Demonstrated expertise in AI and machine learning, with hands-on experience in Python-based technologies such as TensorFlow and Keras. Key accomplishments include leading digital transformation initiatives and optimizing business processes. The engineer's technical skill set spans HTML5, CSS3, SQL, and Python, underpinned by a formal education in Audio Production and an incomplete BSc in Computer Science. Strong foundation in SDLC, REST API management, and performance monitoring that spans several years, exhibiting a talent for tech solutions that drive business growth.

TECHNICAL SKILLS

Main Technical Skills	FDD, Data Scraping, SDLC, Cleaning Data
AI & Machine Learning	AWS ML (Amazon Machine learning services), Cleaning Data, Keras, NumPy, OpenCV, PyTorch, TensorFlow
Python Libraries and Tools	Keras, Matplotlib, NumPy, PyTorch, SciPy, TensorFlow
Salesforce Ecosystem	Salesforce
Wordpress Ecosystem	Wordpress API
Data Analysis and Visualization Technologies	Business Intelligence (BI) Tools, Data Scraping, Tableau
Databases & Management Systems / ORM	SQL
UI Frameworks, Libraries, and Browsers	CSS3, HTML5
Cloud Platforms, Services & Computing	Zapier, Zoho
Amazon Web Services	AWS ML (Amazon Machine learning services)
Azure Cloud Services	Microsoft Azure API
Industry Domain Experience	retail
Methodologies, Paradigms and Patterns	FDD, SDLC

SDK / API and Integrations	Hubspot API, Microsoft Azure API, Wordpress API
Soft Skills	Mentor Aptitude
Platforms	RPA, Salesforce, WordPress
Other Technical Skills	GSuite

WORK EXPERIENCE

CRM Developer, CRM Development and Performance Monitoring

Duration: 2024 – Present
Summary: Developed and monitored CRM systems for Sales and Service teams, managed marketing automations and workflows, customized platforms using no-code and low-code tools, and maintained performance metrics and data cleansing.
Responsibilities: CRM developer, marketing automation, workflow management, performance monitoring, data cleaning
Technologies: Hubspot, Zoho, Zapier, Make, Excel, GSuite, KPI

CRM Developer & No-Low Code Developer, CRM and Process Optimisation

Duration: 2021 - 2024
Summary: Facilitated digital transformation with CRM implementations, automated marketing campaigns, streamlined business processes, managed API integrations, conducted performance analytics, and organized data.
Responsibilities: CRM development, digital transformation, marketing automation, no-code & low-code development, REST API management, performance monitoring, data organization
Technologies: Hubspot, SalesForce, Zapier, Make, RPA, Python, AI Chatbot, WhatsApp API, Excel, GSuite, Tableau

Artificial Intelligence Specialist, Artificial Intelligence Development

Duration: 2020 - 2021
Summary: Implemented artificial intelligence solutions using advanced programming skills and managed website development.
Responsibilities: AI/ML solutions development, web development, REST API management
Technologies: Python, TensorFlow, Keras, PyTorch, Matplotlib, OpenCV, NumPy, SciPy, HTML5, CSS3, Javascript, Wordpress

Operations Specialist & Sales, E-Commerce Platform Overhaul

Duration: 2018 – 2020
Summary: Renovated the e-commerce platform and implemented web technologies.
Responsibilities: E-commerce renovation, web development
Technologies: HTML5, CSS3, Wordpress

Operations Specialist & Sales, Affiliate Program and Web Development

Duration: 2016 – 2018
Summary: Managed the Amazon Affiliate program and developed web components.
Responsibilities: Affiliate program management, web development
Technologies: HTML5, CSS3, Wordpress

EDUCATION

- **Bachelor of Arts (Hons.) Audio Production**
Upper Second Class Honours
Not Provided
- **Audio Engineering Diploma**
Not Provided
Not Provided
- **BSc Computer Science**
Included: Software Engineering, Network Application Lab, Operating System, Network Security
Course not completed

CERTIFICATION

- **English Level B2**
Not Provided
Not Provided
- **HubSpot**
Not Provided
Not Provided