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Data Operations & Automation Specialist | Internal Tools & E-commerce Data Platforms

Professional Summary

Data Operations & Automation Specialist with 20 years in data and IT operations, building production AI and automation systems since 2024. Turns manual product, inventory, and competitor-monitoring work into dashboards and automated workflows that leadership and teams used daily, including stock monitoring, competitor price tracking, and catalog QA. Designs the business rules and workflow, then builds with n8n, Python, SQL/PostgreSQL, FastAPI, and API integrations using AI-assisted development, with human review and documentation built in.

Core Competencies

E-commerce Data Operations; Product Taxonomy & Catalog Quality; Data Cleaning, Enrichment & Normalization; Data Validation & QA; Workflow Automation (n8n); E-commerce API Integrations (BaseLinker, Trendyol); Operations Dashboards & Internal Tools; Competitor Monitoring & Web Crawling; AI-Assisted Data Workflows (OpenAI API); Excel & Google Sheets Automation; Process Documentation & SOPs.

Technical Skills

Automation & Tools: n8n, Git, Excel (VLOOKUP, data validation, macros), Google Sheets
Workflow & Systems Design: process mapping, business rules, data flows, human review steps, testing and acceptance checks
AI-Assisted Development: Build Python, SQL, and FastAPI tools with AI coding assistants (Codex in VS Code, Claude Code), owning requirements, workflow design, review, testing, and deployment.

Work Experience

Family Businesses & Independent Projects (Manila / Remote)

Owner Support & Automation | Jun 2026 - Present

- Built the Booking & Service Operations Platform for a family aircon service business: an online booking and service-request system, built with FastAPI and PostgreSQL and piloted by the owner with real customer bookings. Staff review each request, assign teams, and track jobs with a full audit history, while n8n sends owner reports to Google Sheets and automatically retries failed deliveries.
- Supported day-to-day operations of family-owned businesses after leaving Sufco to handle family matters.

Sufco International - E-commerce (Remote)

Automation & Internal Tools Developer | Jan 2026 - May 2026

- Designed, built, and continuously improved ProductWatch, a production e-commerce command center used daily by leadership to monitor stock levels, low-stock alerts, and advance stock warnings; automated BaseLinker and Trendyol stock data into PostgreSQL dashboards, reducing an estimated 10-20 minute daily check to a few minutes and helping prevent stockouts.
- Designed and built PriceWatch Radar, a competitor-intelligence platform used daily by leadership across three competitor sites (including Sephora and Douglas): crawlers load competitor prices and stock into PostgreSQL dashboards with price gaps, top movers and per-product history. Added a side-by-side Compare page with a specs table and an OpenAI-based AI Checker, plus four-layer product matching for cosmetics, with a person making the final decision. Replaced hours of manual competitor checks with results in minutes (estimate), informing pricing, product-investigation, and stocking decisions.
- Built and demonstrated ProductScout, an early-stage competitor-research prototype that ranks fast-moving products, finds competitor listings, validates matches, and keeps price history.
- Built and launched the AI Visualizer on Sufco's eLightPlanet product pages, turning a long-standing leadership idea into a live feature that lets shoppers preview lighting in their own room before buying.
- Built the BaseLinker and Trendyol Seller API integrations behind ProductWatch, bringing inventory, orders, listing status, approval outcomes, and Buy Box information into one internal view, so leadership no longer had to check each platform manually.
- Deployed and maintained these systems on a VPS, with scheduled data refreshes, logging, backups, monitoring, and technical documentation.

Woflow - Retail Data Operations (Remote)

Data Specialist / Catalog Taxonomist | Mar 2024 - Dec 2025

- Independently built and introduced a multi-format Brand Path Suite (web, Chrome extension, and standalone app) that the team adopted for daily use: an estimated 20+ Data Specialists, QA reviewers, and managers ran roughly 5,000+ lookups a day against the company master list I maintained, replacing 1-3 minutes of manual research for each missing path.
- Built an AI-assisted product categorization tool, adopted by the team, that extracted brand, item name, size/unit, packaging, and category from raw product listings in batches of about 50, cutting an estimated 1+ hour of manual work to usually under 45 minutes, with human review for unclear items.
- Built a Product Database Verification Tool for Data Specialists and QA reviewers that compared merchant and standardized product records field by field, reducing a typical 100-line review from an estimated 15 minutes to 2-3 minutes and reducing manual comparison mistakes.
- Built a dashboard used by the Woflow data team (an estimated 20+ users) that compared Data Specialist (DS) and QA task logs from Google Sheets/Excel and flagged mismatches, KPIs, error summaries, and invalid rows.
- Cleaned, enriched, and standardized merchant product data across 20+ catalogs following enterprise style guides, applying exclusion rules and quality checks for accuracy, consistency, and compliance.
- Applied taxonomy mapping, brand logic, and attribute extraction for accurate product classification; resolved missing or conflicting data through UPC research, Google verification, extended sizing rules, and weighted-item logic.

THOR Group (Remote)

Data Management Analyst | Sep 2014 - Jan 2024

- Led data acquisition from multiple platforms to build structured databases of healthcare leads.
- Helped design email workflows and backend processes, contributing to higher campaign engagement (~30%).
- Evaluated and optimized software tools, helping reduce operational costs (~15%).
- Authored SOPs and documentation to support onboarding and process standardization.

Kinden Phils. Corporation (Makati, Philippines)

IT Manager | Apr 2005 - Mar 2014

- Managed IT infrastructure for a company of under 300 employees, including 3 servers (2 file servers and 1 email server), networks, security systems, and backups.
- Built and maintained BOQ databases to support Electrical & Mechanical project costing and reporting.
- Oversaw CCTV, biometrics, and GPS systems; implemented preventive-maintenance schedules.

Education

AMA Computer Learning Center - Manila | Computer System Design & Programming
Top Student & Best Programmer Award