



Aljen Magat

Lead Java Full Stack | AI Automation

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Profile

- Results driven Full Stack, CRM, and No-Code Developer with extensive experience designing, developing, and optimizing scalable digital solutions for businesses across multiple industries.
- Expertise in WordPress development, CRM implementation, workflow automation, API integrations, and user experience design.
- Proven track record of delivering high performance websites, streamlining business operations through automation, and improving customer engagement through data-driven solutions.
- Skilled at translating complex business requirements into efficient, user-centric applications using modern no-code, low-code, and web technologies.
- Recognized for driving operational efficiency, enhancing digital experiences, and delivering projects that generate measurable business value.
- Experienced Node.js Developer with expertise in building scalable backend applications, RESTful APIs, and microservices using Node.js, Express.js, and TypeScript.
- Skilled in working with PostgreSQL, MongoDB, Redis, Docker, AWS, and cloud-based architectures to deliver high-performance and reliable solutions.
- Proven ability to optimize system performance, implement secure APIs, and collaborate with cross-functional teams to deliver enterprise-grade applications.

Professional Experience

04/2023 – 02/2026
Hong Kong

TOTOCLUB

Lead Java Full Stack | AI Automation Developer | DevOps Engineer

- Spearheaded the design and development of high-performance enterprise applications using Java, Spring Boot, React/ Angular, and cloud-native technologies, driving digital transformation initiatives across multiple business domains.
- Provided technical leadership for full-stack development teams, defining architecture standards, reviewing code, and ensuring delivery of secure, scalable, and maintainable software solutions.
- Developed and maintained custom WordPress websites, e-commerce platforms, and client portals.
- Configured and customized CRM systems to support sales, marketing, and customer service operations.
- Designed and implemented automated workflows using no-code and low-code platforms.
- Integrated third-party applications, payment gateways, and business systems through APIs and webhooks.
- Collaborated with stakeholders to gather requirements and translate business needs into scalable solutions.
- Architected and developed scalable backend applications using Node.js, Express.js, and TypeScript.
- Designed and implemented high-performance RESTful APIs supporting 100K+ daily active users.

- Built and maintained microservices-based systems integrated with PostgreSQL, MongoDB, and Redis, improving scalability and system reliability.

2021 – 2023
Hong Kong

Oursky

Senior Software Engineer | No Code Developer

- Implemented and administered CRM solutions including sales pipelines, customer databases, and reporting systems.
- Developed no-code applications and business process automation solutions.
- Integrated CRM platforms with marketing, finance, and customer support systems.
- Managed data migration, cleansing, and system configuration projects.
- Created dashboards, analytics reports, and KPI monitoring tools.
- Automated over 100 business workflows using Zapier, Make, and Power Automate.
- Reduced operational processing times by 60%.
- Successfully migrated more than 50,000 customer records between CRM platforms.
- Developed and maintained enterprise applications using Zend Framework and PHP
- Built modular, reusable components following MVC architecture principles.
- Created secure web services and APIs for financial and business management systems.

2019 – 2021
Hong Kong

PCCW

Software Engineer | Web Developer

- Built responsive WordPress websites using Elementor, WooCommerce, and custom themes.
- Designed wireframes, prototypes, and user interfaces focused on usability and conversion optimization.
- Customized themes, plugins, and website functionality using HTML, CSS, JavaScript, and PHP.
- Achieved consistent PageSpeed optimization scores above 90%.
- Reduced website maintenance costs through process standardization
- Built secure authentication systems using Laravel Sanctum and Passport.
- Integrated CRM platforms with marketing, finance, and customer support systems.
- Managed data migration, cleansing, and system configuration projects.
- Successfully migrated more than 50,000 customer records between CRM platforms.

Education

2015 – 2019
Hong Kong

Bachelor's Science

Hong Kong College of Technology

Web Development Principles, Database Design & SQL, NoSQL, PHP, Data Structures & Algorithms, Mathematics(problem-solving, fundamentals), Python (django, Data engineering).

Skills

Cloud, Analytics & Project Tools

- Google Workspace
- Microsoft 365
- Google Analytics
- Google Tag Manager
- Jira
- Trello
- ClickUp
- Monday [↗](#)
- Sass

Web Technologies & Databases

- HTML5
- JavaScript
- React
- Node
- PHP
- SQL
- MySQL
- PostgreSQL
- Database Design

Automation & Integration

- Zapier
- Make (Integromat)
- Microsoft Power Automate
- REST APIs
- Webhooks
- JSON
- OAuth
- Third-Party Integrations
- Sanity

No-Code / Low-Code Development

- Bubble [↗](#)
- Webflow
- Airtable
- Glide
- Softr
- Microsoft Power Apps
- AppSheet

WordPress Development

- WordPress
- WooCommerce
- Elementor
- WPBakery
- Gutenberg
- Theme Customization
- WordPress REST API
- Render

CRM Development & Administration

- Salesforce
- HubSpot CRM
- Zoho CRM
- Pipedrive
- Freshsales
- Lead Management
- Sales Automation

Languages

English

LINKS

TOTOCLUB

Online casino, slot and sports betting(WordPress, Golang, Nginx, AWS, PostgreSQL, Next.js, Zoho, Saas)

- <https://totoclub.top>
- <https://blue.totoclub.top>
- <https://red.totoclub.top>
- <https://purple.totoclub.top>

Statking

React Native, NestJS, PostgreSQL WordPress, WordPress REST API, Sales Automation

<https://statking.ai>

Neopets

Next.js, Blockchain, Solana

<https://www.neopets.com>

Projects

12/2023 – 03/2026

TOTOCLUB (Java Full Stack and DevOps engineer)

Online casino, mini game, sports betting(still ongoing)

- Designed and implemented a CRM solution to streamline lead management, customer onboarding, sales tracking, and customer support operations.
- Automated business processes and integrated multiple systems to provide a centralized customer management platform.
- Developed a no-code business operations platform to automate approvals, notifications, customer communications, and internal workflows.

- The solution significantly reduced manual processes and improved operational efficiency across departments.
- Configured sales pipelines, lead scoring, and workflow automation.
- Automated customer onboarding and follow-up processes.
- Developed dashboards and reporting solutions for business stakeholders.
- Integrated CRM with websites, email marketing platforms, and support systems.
- Performed data migration, cleansing, and synchronization activities.
- Built automated workflows connecting CRM, email, and business applications.
- Designed custom databases and operational dashboards.
- Implemented real-time notifications and approval processes.

01/2023 – 01/2025

Statking (Senior Full Stack developer)

Sports, NFL, NBA

- Developed and maintained a scalable WordPress-based corporate website ecosystem supporting multiple business units and service offerings.
- Customized themes, implemented advanced content management capabilities, optimized website performance, and integrated third-party services to enhance user engagement and operational efficiency.
- Designed and implemented a CRM solution to streamline lead management, customer onboarding, sales tracking, and customer support operations.
- Automated business processes and integrated multiple systems to provide a centralized customer management platform.
- Built automated workflows connecting CRM, email, and business applications.
- Designed custom databases and operational dashboards.
- Implemented real-time notifications and approval processes.
- Created reporting systems for performance monitoring and KPI tracking.
- Reduced manual administrative tasks through end-to-end automation.
- Integrated CRM with websites, email marketing platforms, and support systems.
- Performed data migration, cleansing, and synchronization activities.