

SAUL SAUCEDO-DIAZ

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Full-Stack Engineer & Business Systems Leader with 15+ years of experience designing, implementing, and optimizing CRM solutions, integrations, and workflows. Proven ability to translate complex business, sales, and marketing requirements into scalable systems that improve data quality, operational efficiency, and revenue performance. Combines deep technical expertise with cross-functional leadership to deliver high-impact, business-driven outcomes.

EXPERIENCE

TheGuarantors - New York, New York (Remote)

Senior CRM Business Systems Analyst

March 2026 - Present

- Own and optimize HubSpot CRM, building advanced workflows, automations, and reporting to drive operational efficiency.
- Design and implement scalable CRM solutions across Sales, Marketing, Product, and Data teams.
- Partner cross-functionally to translate business requirements into technical systems and process improvements.
- Improve data quality and governance to support accurate reporting and better decision-making.
- Lead CRM and systems projects end-to-end, ensuring timely and successful delivery.
- Identify and implement automation opportunities using CRM and iPaaS tools.
- Analyze large datasets (Excel/Google Sheets) to uncover insights and optimize performance.
- Support user adoption through training, documentation, and ongoing enablement.

Impulse Creative - Fort Denaud, FL (Remote)

Technical Director

Senior Web Developer

Web Developer

August 2024 - March 2026

December 2023 - August 2024

August 2022 - December 2023

- Owned and evolved HubSpot CRM and CMS implementations, translating sales, marketing, and leadership requirements into scalable workflows, data models, and automation.
- Designed and launched custom HubSpot CRM solutions, including pipelines, lifecycle stages, reporting, and automation, directly supporting revenue growth and operational visibility.
- Led the launch of a custom e-commerce platform within HubSpot, integrating CRM, CMS, marketing automation, and external APIs to create a new revenue stream.
- Partnered cross-functionally with Client Success, Marketing, and Leadership to identify process gaps, improve CRM data quality, and streamline workflows.
- Built and maintained API-driven integrations and middleware (Node.js / Express) to sync data across systems and support high-volume processing.
- Led, mentored, and managed a team of five developers, balancing delivery execution with long-term system scalability and maintainability.
- Owned end-to-end technical project delivery, from requirements gathering and scoping through launch, QA, and post-deployment optimization.

Speartek – Atlanta, GA (Hybrid)

Project Manager & Technical Lead

Web Developer

May 2017 – August 2022

June 2010 – May 2017

- Managed, guided, and led a team of three developers through the full project lifecycle, directing initial discovery, technical scoping, and final deployment of complex B2B e-commerce sites and custom client applications.
- Simultaneously managed multiple complex client projects while providing hands-on technical leadership that included architecting new features for the core platform, specifically driving the product personalization engine used across B2B sites and custom stores.
- Spearheaded CRM and ERP integrations, ensuring reliable data flow between sales, inventory, and order management systems to support enterprise B2B operations.

- Developed and launched over 100 high-quality, responsive websites within the custom B2B e-commerce platform, with over 50% of sites netting more than \$1 million in annual sales.
- Collaborated on and deployed the company's flexible responsive website framework using Bootstrap and jQuery, enhancing the B2B client ordering experience and resulting in a 50% increase in project sales.
- Improved platform data performance and reliability by modernizing legacy systems and migrating to API-driven architectures.

Clayton County Public Schools – Jonesboro, GA

Web Developer

May 2007 – May 2010

- Leveraged HTML, CSS, and JavaScript to customize and update over 1,500 pages and forms, improving data accuracy and processing speed for end-users.
- Designed and implemented over 200 SQL database table schemas to support new internal forms and reporting tools, leading to 50% faster data retrieval for the management team.
- Led a three-person team to implement a full website design update, successfully modernizing the UI and improving user experience (UX); the site was recognized in the Top Five for the Center for Digital Education's Best of the Web award (2008).

SKILLS

Full-Stack Development	JavaScript (ES6+), React.js, TypeScript, Node.js, Express, HTML5, CSS3, Sass/Less, PHP, HubL, Python, VBScript
Cloud & Architecture	Google Cloud, AWS, Docker, Serverless, Heroku, RESTful APIs, GraphQL, Microservices Architecture
Automation & Integrations	Zapier, REST APIs, JSON, Middleware Architecture, Stripe
CRM & Business Systems	HubSpot (CRM, CMS, Workflows, Automation, Reporting), API Integrations, Data Modeling, Stripe, WordPress
Data & Analytics	Snowflake, SQL, MySQL, Postgres, HubDB, Redis, Data Quality Management, Reporting & Analysis
Tooling & DevOps	Git & GitHub, CI/CD (GitHub Actions), Webpack/Vite, VS Code, Postman, Jira
UX/Design	Figma, Adobe XD, Responsive Design, WCAG Accessibility, Flowmapp
Leadership & Soft Skills	Technical Leadership, Strategic Roadmapping, Fluent in English & Spanish

EDUCATION

CLAYTON STATE UNIVERSITY – Georgia, USA

Associate of Applied Science, Information Technology; High Honors

May 2011