KAROL BUCZEK

Web Systems Engineer • Marketing Technology & Business Systems

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SUMMARY

Systems engineer and marketing technology specialist with 10+ years building the operational infrastructure behind digital businesses. Strong track record designing full-stack web platforms, internal tools, data pipelines, attribution frameworks, performance remediation, and automation across websites, call centers, CRMs, and ecommerce.

Known for translating complex business goals into reliable technical architecture and measurable outcomes. Work directly with marketing, sales, and operations leaders to define needs, design system solutions, and guide projects from planning to delivery.

CORE SKILLS

Engineering: PHP, JavaScript, TypeScript, React, Node.js, SQL, AWS, TailwindCSS, WordPress block/plugin development
Systems & Ops: data pipelines, event schemas, reporting visibility, automation, APIs
MarTech: Google Analytics, Google Tag Manager, Mailchimp, WooCommerce, Five9, Birdeye, Zapier
Focus Areas: lead routing, attribution, lifecycle automation, system integrations, Core Web Vitals, performance tuning

PROFESSIONAL EXPERIENCE

Tall Karol — Systems Architect & Full-Stack Developer   2023 — Present

Architecting full-stack solutions and operational systems: UTM attribution engine, data warehouse ingestion pipelines, AWS-based internal tools (Amplify, Cognito, Lambda, RDS, S3), and reusable GTM event schemas to standardize analytics and marketing automation.

Universal Windows Direct — Backend & Integration Engineer (Full Stack)   2021 — 2023

Built PHP/SQL automation frameworks for lead routing, attribution logic, and CRM/ops workflows. Managed API integrations (Five9, Mailchimp, Hover, Birdeye) and engineered data ingestion pipelines + VPS infrastructure improvements supporting marketing and operations.

Mineralife Nutraceuticals — Web & Marketing Systems Consultant   2021 — Present

Developing ecommerce and workflow automation: WooCommerce data dashboards, lifecycle automation, segmentation, performance/UX optimization, and analytics/event integrations for marketing visibility and retention.

Perfect Power Wash — Marketing Director / Head of IT (Systems & Ops Engineering)   2019 — 2021

Owned technology + marketing ops during multi-market expansion. Built internal workflow and lead systems, call center data operations, forecasting/reporting dashboards, and cross-department automation connecting ops, sales, and marketing.

Freelance Developer / Designer   2009 — 2019

Full-stack web development, UX design, branding, ecommerce builds, and small-business digital infrastructure projects.

FEATURED SYSTEMS WORK

UTM attribution & tracking engine · Data warehouse ingestion pipelines · GTM event schema framework · Lead normalization & routing logic · Core Web Vitals performance remediation · RBAC AWS document portal

EDUCATION

Case Western Reserve University — Full Stack Web Development
Miami University — International Studies (with Marketing Coursework)