

VLADIMIR CVETKOV

Veles, North Macedonia

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vlacvetkov@gmail.com

Technical Account Manager | Integrations, Automation & AI

Technical integrations and automation specialist with a strong UI/UX and web development background and 1.5 years of hands-on experience at PingTree. Experienced in buyer endpoints, Ping/Post lead flows, APIs, webhooks, custom JavaScript, n8n, CRM/telephony integrations, and agentic AI call-center workflows. Strong at turning client and API requirements into production-ready integrations, testing end-to-end flows, troubleshooting failures, and coordinating technical delivery.

Technical focus: REST APIs · Webhooks · Ping/Post · Buyer Endpoints · JSON/XML · JavaScript · n8n · Retell AI · Taalk · Dialpad · RingCentral · CRM Integrations · Lead Routing · React/Vite · Node.js/NestJS · MySQL/Prisma

EXPERIENCE

Account Manager Specialist - PingTree

Feb 2025 - Present · 1 yr 6 mos

Technical integrations, automation, lead distribution, client implementation and AI-powered call-center workflows

- Own and support technical implementations connecting PingTree with buyers, CRMs, communication platforms, automation tools, and AI voice systems across lead-generation campaigns.
- Configure and troubleshoot **buyer endpoint integrations**, including Ping/Post flows, field mapping, authentication, headers, payloads, static/dynamic parameters, response parsing, and acceptance/rejection logic.
- Build and maintain **API and webhook integrations** using REST APIs, JSON, XML, and form-urlencoded payloads; inspect failed requests, validate responses, and resolve production data issues.
- Integrate multiple communication platforms and **agentic AI call-center systems**, including Retell AI, Taalk, Dialpad, and RingCentral, connecting lead data to AI agents, outbound call workflows, call events, and live-agent handoffs.
- Create **n8n automations** that orchestrate APIs, webhooks, CRM data, Google Sheets, telephony events, and lead-management processes.
- Implement and troubleshoot **custom JavaScript** for form behavior, tracking, click events, dynamic parameters, validators, redirects, and frontend-to-backend data capture.
- Design lead-routing and campaign logic by state, timezone, source, buyer, form variation, and business rules; configure and validate A/B tests and traffic distribution.
- Translate external API documentation into field mappings and integration requirements, run test leads, inspect transaction results, and coordinate solutions with clients, development teams, and operations.
- Monitor live integrations after launch, investigate traffic or delivery issues, and communicate technical findings clearly to both technical and non-technical stakeholders.

Buyer & CRM Integrations

Endpoint configuration, Ping/Post, data mapping and lead delivery.

Workflow Automation

Webhook-driven n8n workflows connecting multiple services and data sources.

Agentic AI & Telephony

AI voice agents, call routing, events, campaign flows and handoffs.

Technical Client Delivery

Requirements analysis, testing, debugging and cross-team coordination.

SELECTED CAPABILITIES

Integration Engineering

API docs, request/response logic, authentication, endpoint mapping and troubleshooting.

Call Tracking & Automation

Webhook events, call attribution, data matching, CRM updates and workflow orchestration.

Lead Distribution Systems

Buyer routing, state/timezone logic, validators, forms and traffic management.

Client-to-Engineering Bridge

Translate business goals into clear technical implementation steps and production tests.

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EARLIER EXPERIENCE

Senior UI Designer & React Web Developer - Anant Corporation 2023 - 2025

Designed and developed modern web and mobile interfaces with a strong focus on **React development, UI/UX quality, responsiveness, usability, and scalable frontend architecture.**

- Built and maintained responsive web applications using **React, JavaScript, HTML, CSS, Tailwind CSS**, and modern frontend development practices.
- Translated UI/UX concepts and Figma designs into reusable, production-ready React components and interactive user experiences.
- Combined **UI development with emerging AI tools** for research, ideation, prototyping, content generation, debugging, and AI-assisted coding.
- Developed practical knowledge of **AI prompting and prompt engineering** during the early adoption of generative AI, using structured prompts and AI-assisted development workflows.
- Implemented **automation workflows** to reduce repetitive work and bridged UI/UX, React frontend engineering, AI-assisted development, and automation to build more efficient digital products.

Selected work: PlanetCassandra, Hyve.app, Zyyah.app, WatchfullEyes, Anant.us, Anant.mk, Cassandra.link, Cassandra.tools.

Technologies: React, JavaScript, HTML, CSS, Tailwind CSS, Figma, Adobe Creative Suite, WordPress, AI Tools, Prompt Engineering, Automation.

Co-Founder - BuzzSolutionsBedia 2021 - 2023

- Set company vision and delivery strategy, maintained client relationships, and oversaw project quality.
- Led design and development projects from discovery through delivery while managing marketing and client communication.

Selected work: shareangle.com, akcija.com.mk, pelagonia.co.uk, viewinnresidence.mk, sovrshena.mk, noahsremodeling.com.

UX/UI Designer & Web Developer - Wayland 2019 - 2020

- Worked across user research, wireframes, prototypes, interface design, and frontend implementation using Figma, Adobe Creative Suite, HTML, CSS, JavaScript, React, and WordPress.

Senior Graphic Designer - Super5 Company 2017 - 2019

- Led graphic design planning and execution across company projects, maintaining brand consistency and production quality.

Mid-Level Graphic Designer - Zito Markets 2012 - 2017

- Directed graphic design projects, managed the company website, and supported rebranding initiatives.
- Developed the Brand 5-ka product line, including layout and packaging design for more than 100 products.
- Managed design work for large retail spaces, including print production and placement.

Junior Graphic Designer - KomDesign Veles 2009 - 2010

- Created day-to-day graphic design materials for a retail-focused design firm.

TECHNICAL TOOLKIT

Integration: REST APIs, webhooks, Ping/Post, buyer endpoints

Automation: n8n, workflow logic, Google Sheets

AI Voice: Retell AI, Taalk, agentic AI agents

Telephony: Dialpad, RingCentral

Frontend: JavaScript, React, Vite, HTML, CSS, Tailwind, Bootstrap

Backend: Node.js, NestJS, MySQL, Prisma

Design: Figma, Adobe Creative Suite

CMS: WordPress

CORE STRENGTHS

- API Mapping
- Webhooks
- JSON / XML
- Routing Logic
- Endpoint Testing
- Custom JS
- CRM Integration
- AI Agents
- Call Centers
- Troubleshooting

EDUCATION

Major in Graphic Arts

St. Kliment Ohridski - Bitola
2005 - 2009

CERTIFICATIONS

UX/UI Specialist

Semos Academy - Skopje
2019 - 2020

Front End Developer

Brainster Academy - Skopje
2017 - 2018

LANGUAGES

Macedonian - Native

English - Professional

Serbian - Professional