

## ALESSANDRO LÓPEZ COSTAL

Querétaro, México | Also Remote & CDMX | 55 1151 4223 | [alessandrolc8003@gmail.com](mailto:alessandrolc8003@gmail.com) LinkedIn: [alessandro-lopez-costal](https://www.linkedin.com/in/alessandro-lopez-costal) | GitHub: [AlessandroJuleo](https://github.com/AlessandroJuleo) | [portfolio.alessandrolopez.net](https://portfolio.alessandrolopez.net)

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### PROFESSIONAL SUMMARY

Frontend developer and CRM implementer with 3+ years delivering end-to-end digital solutions — e-commerce stores, CRM pipelines, and web performance systems — directly to business owners across Mexico. Experienced in translating commercial requirements into technical implementations without intermediaries, managing Bitrix24 from configuration to automation, and building 8+ live WooCommerce stores with active national sales. Focused on Solutions Engineering, CRM Implementation, and RevOps roles where business acumen and technical execution converge.

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### SELECTED PROJECTS

**API Integration & Custom Development** — **Hinsdale Humane Society** | PHP · JavaScript · WordPress · Shelterluv REST API · Automation

End-to-end integration of the Shelterluv REST API with a WordPress site for a U.S. nonprofit — fully automating the publication and management of adoptable pets.

- Integrated Shelterluv's REST API to dynamically retrieve and render 100+ pet profiles — images, breed, age, characteristics, and adoption status — eliminating all manual content updates.
- Built custom WordPress components and PHP templates to map and transform API responses into structured, user-facing adoption listings.
- Configured authentication, error handling, and request testing for reliable, production-grade data delivery.
- Delivered a fully automated adoption catalog synchronized in real time with the shelter's management platform — zero manual intervention post-launch.

**E-commerce & Web Rehabilitation** — **OLSO Decora** | WordPress · WooCommerce · Technical SEO · Performance Optimization · UX

Diagnosed and rebuilt a failing WooCommerce store for a decoration brand — resolved critical performance bottlenecks and converted the site into an active lead-generation channel.

- Audited and resolved plugin conflicts, unoptimized assets, and template incompatibilities causing significant load time degradation.
- Rebuilt site architecture improving speed metrics; client reported measurable increase in inbound organic contacts post-launch.
- Outcome triggered client's first investment in paid media — direct conversion from technical fix to business growth decision.

**CRM Implementation & Pipeline Automation** — **ADM Energy** | Bitrix24 · Sales Pipeline Design · Workflow Automation · Contact Segmentation · Reporting

End-to-end CRM deployment for an industrial energy efficiency company; served as sole technical owner of the digital commercial stack for 2 years.

- Designed and configured sales pipelines mapping the company's full commercial process from lead to close.
- Automated follow-up sequences and contact segmentation workflows, reducing manual tracking overhead for the sales team.

- Built activity reporting dashboards used by management for commercial performance review cycles.
  - Identified and proposed continuous improvements based on direct feedback from sales and operations — implemented without external consultants.
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## PROFESSIONAL EXPERIENCE

### Full Stack Developer & CRM Manager – ADM Energy · 2022 – 2024

- Implemented Bitrix24 CRM end-to-end: pipeline design, automation rules, contact segmentation, and management reporting, operated as sole technical point of contact between commercial team and digital tools for 2 years.
- Maintained and developed the institutional website: performance improvements, UX upgrades, and bug resolution aligned to evolving business needs.
- Proposed and implemented iterative improvements to the digital stack based on direct commercial team feedback, zero external consultants involved.

### Freelance Web Developer – Independent Projects · 2021 – Present

- Built 8+ WooCommerce e-commerce stores with full catalog, payment gateway (Stripe, PayPal), and nationwide shipping configuration — all with active sales at launch.
  - Applied technical SEO and web performance optimization; multiple clients reported organic lead growth and subsequently invested in paid media channels.
  - Diagnosed and resolved critical performance issues on existing sites (plugin conflicts, asset bloat, template incompatibilities), improving load times and conversion metrics.
  - Managed full project lifecycle directly with business owners: discovery, scoping, development, QA, launch, and post-launch support — no intermediaries.
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## TECHNICAL SKILLS

- **Frontend & E-commerce:** React.js, JavaScript (ES6+), TypeScript, HTML5, CSS3 / Tailwind / SASS, WordPress, WooCommerce, Elementor
  - **CRM & RevOps:** Bitrix24 (pipelines, automation, segmentation, reporting), HubSpot, RESTful APIs
  - **Backend & Databases:** Node.js, Express.js, MySQL, PostgreSQL, SQL
  - **Performance & SEO:** Technical SEO, Web Performance Optimization, Core Web Vitals
  - **Tools & Methods:** Git / GitHub, Scrum / Agile, KPI Design, AI-assisted development
  - **Languages:** Spanish (Native), English (Intermediate – B2)
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## EDUCATION

- **Data Science Engineering** – Universidad del Valle de México · 2025 – 2028 est. *Analytical modeling, statistics, data-driven decision-making — applied to frontend and CRM optimization contexts*
- **Full Stack Developer Bootcamp** – Tecnológico de Monterrey · 2023 – 2024 *Laravel · React · MySQL · Git · RESTful APIs · JavaScript · TypeScript · Python · Java*
- **Industrial Engineering** – UPIICSA, Instituto Politécnico Nacional · 2017 – 2020 *Process analysis, applied mathematics, logical systems thinking*
- *Excel Skills for Business: Intermediate II – Coursera · 2023*