

JAISSEL N. PÉREZ M.

Senior Full Stack Developer | E-commerce Integrations, AI Automation & Technical SEO

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PROFESSIONAL SUMMARY

Computer Engineer and full stack developer with 10+ years of experience, nearly 9 of them in multi-country e-commerce operations. I build and run end-to-end internal systems, API integrations with marketplaces (Amazon, Walmart, Mercado Libre, Liverpool, Coppel, Privalia), and process automation with n8n, webhooks and applied AI, on React/Vue, Node.js, SQL Server and MongoDB. I complement development with technical SEO and AEO for 11 sites across multiple countries and languages. I work autonomously from problem definition to production, mentor developers, and translate business needs from non-technical stakeholders into concrete solutions.

CORE COMPETENCIES

Full Stack Development (React, Node.js, TypeScript, Vue 3) · SQL Server & MongoDB · REST API & Webhook Integrations · Marketplace Integration · Shopify (Liquid, Admin API, Markets) · Process Automation (n8n) · Applied AI · Technical SEO & AEO · Structured Data (JSON-LD) · CFDI E-Invoicing · Linux / Nginx · Technical Leadership & Mentoring

PROFESSIONAL EXPERIENCE

Full Stack Developer & Integrations Lead | 2B e-Commerce

Dec 2017 – Present

- **Marketplace integrations:** build and maintain product, inventory, pricing, order and sales-report synchronization with Amazon, Walmart, Mercado Libre, Coppel, Liverpool and Privalia, connected to SkuVault (inventory) and ShipStation (shipping). Built the Node.js backend that consumes the marketplace APIs and stores data and reports in SQL Server (MongoDB for specific cases), plus React views to monitor and visualize each process.
- **Full stack internal applications:** design and build end-to-end operational dashboards with granular roles and permissions, reports, exports and scheduled jobs (React, Vue 3, Node.js/Express, SQL Server, MongoDB).
- **WhatsApp automation:** n8n and webhook workflows for order confirmation, first contact and order-status inquiries (Meta Cloud API via Respond.io); redesigned the architecture from webhooks to scheduled jobs, eliminating 4,000+ idle executions per month, with configurable rules and full traceability of every response; connected to an API feeding dashboards and reports built in React and Vue 3, backed by MongoDB.
- **Campaign reconciliation:** Node/Express + MongoDB backend and role-based Vue dashboard for an automated coupon campaign; the reconciliation process between issued coupons and actual orders detected and resolved 66 discrepancies against the internal system.
- **Production performance:** resolved a caching bottleneck through automatic invalidation and warm-up of ~73,000 products; built Code128 PDF label generation and integrated purchase orders with the inventory system.
- **Technical SEO & AEO across 11 multi-country, multilingual sites:** audits with Ahrefs and Google Search Console, JSON-LD structured data, keyword clusters, E-E-A-T author profiles and redirect plans; recovered traffic after ranking drops and migrated a legacy site to the new store with no traffic loss.
- **Automated content:** in-house system for generating, scheduling and publishing multi-site articles (text and images), with a versioned editorial backlog and tracking in Notion.
- **Shopify:** custom development with Liquid and the Admin API; implemented a B2B wholesale catalog (no prices or cart) across 4 international markets, with per-market menus and translations and QA on draft themes before publishing.
- **CFDI e-invoicing (Mexico):** development and maintenance of the invoicing, receipts and credit/debit notes system integrated with the online store.
- **Data & infrastructure:** consolidated data from 8+ stores, marketplaces and internal apps into a central analytics repository; run the team's applications on Linux (DigitalOcean) with PM2, Nginx and GitLab, and troubleshoot production incidents.
- **Applied AI & technical leadership:** design AI assistants for operational analysis and automated technical reporting; mentor developers, document workflows and coordinate directly with non-technical clients.

Back-End Developer (Freelance, remote) | Elitgon

May 2017 – Dec 2019

- Full stack development in Ruby on Rails, API design and database modeling within a distributed team.

Earlier Experience (2015 – 2017) | Web & Software Development

- **Gooru Media** (Front-End, 2017): responsive HTML/CSS interfaces focused on usability.
- **Feedback & Associates C.A.** (Web Developer, 2017): website development and maintenance.
- **Datavoip** (Front-End, 2016): corporate website with Bootstrap/HTML5/CSS3 and WordPress.
- **Transbar C.A.** (Software Developer & Intern, 2015 – 2016): internal management web system in Laravel to digitize administrative processes.

TECHNICAL SKILLS

Languages & frameworks: JavaScript (ES6+), TypeScript, React, Node.js, Express, Vue 3 (Pinia, Vuetify), Nuxt.js, HTML5, CSS3, Tailwind, Ruby on Rails, Laravel

Databases: SQL Server (Sequelize), MongoDB (Mongoose)

Integrations & automation: REST APIs, webhooks, n8n, Meta Cloud API / WhatsApp Business API, Respond.io, Notion API, Puppeteer

AI: Claude, ChatGPT, Gemini API, prompt engineering (multi-model prompt refinement), AI assistants for operational analysis and reporting

E-commerce: Shopify (Liquid, themes, Admin API, Markets), Amazon, Walmart, Mercado Libre, Coppel, Liverpool, Privalia, SkuVault, ShipStation, CFDI

SEO & AEO: Technical SEO, JSON-LD, information architecture, migrations and redirects, Ahrefs, Google Search Console, SEMrush

Infrastructure: DigitalOcean, Linux/Ubuntu, Nginx, PM2, Git, GitLab

EDUCATION

B.S. in Computer Engineering | Universidad Centroccidental "Lisandro Alvarado"

2010 – 2016

LANGUAGES

Spanish: Native · **English:** C1 writing · B2 speaking (C1 certified, EF SET 62/100 · cert.efset.org/es/4mw4qK; actively improving)