

FABIAN ARMANDO YAPURA CLAROS

Software Engineer | Full Stack Developer

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Systems Engineer with over **10 years of experience** in software development, web architecture, and end-to-end digital solutions. Specialized in **Full Stack development with React, Next.js, Astro, Node.js, and NestJS**, as well as the design of scalable **REST APIs, SPA and SSR** architectures focused on performance, security, and user experience. Experience includes developing **SaaS platforms, B2B solutions, e-commerce platforms**, and high-traffic systems, integrating **Generative Artificial Intelligence (LLM)** technologies for process automation and intelligent content generation.

Technology Stack / Martech & Productivity

Frontend: React.js, Next.js (App Router), Astro, Tailwind CSS, HTML5, CSS3, responsive interface development, SPA and SSR architectures.

Backend: PHP, Node.js, NestJS, REST API design and implementation, role-based authentication and authorization (JWT), server-side logic integration.

Databases: MySQL, PostgreSQL, and MongoDB; data modeling; query optimization; and relational and NoSQL architecture design.

Cloud and Infrastructure: AWS (EC2, Lightsail, Route 53, SES, IAM); Linux server administration; NGINX configuration and optimization as a reverse proxy; and containerization with Docker.

DevOps and Automation: GitHub Actions (CI/CD pipelines); automated deployments; environment configuration; and version control with Git.

Generative Artificial Intelligence: Integration of generative AI APIs such as OpenAI and Anthropic; prompt design; development of language-based modeling (LLM) functionality; process automation; and intelligent content generation.

Salesforce Marketing Cloud: Implementation, configuration, and optimization of the platform for digital marketing strategies; campaign management in Email Studio and Web Studio; automation and journey design in Journey Builder; asset management in Content Builder; and performance analysis using Analytics Builder. Einstein AI application for advanced segmentation, personalization, and conversion optimization.

Microsoft 365 & Admin Center: Management of enterprise environments in Microsoft 365, including user management, licenses, domains, and security policies from the Microsoft 365 Admin Center. Configuration of services such as Exchange Online, Teams, SharePoint, and OneDrive, as well as support for governance, compliance, and optimizing organizational productivity.

MOST RECENT WORK EXPERIENCE

IT MANAGER | FRONTEND - IGECO [EVENTOS B2B]

2023 - 2025 León Guanajuato México

RESPONSIBILITIES

End-to-end management of **cloud infrastructure**, ensuring scalability, high availability, and security.

Leadership in the development of **proprietary digital platforms** for event operations, visitor registration, e-commerce, and exhibitor management.

Oversight of web architecture, APIs, databases, and real-time integration systems.

Design and implementation of **in-house registration and access control systems**, eliminating dependence on external providers.

Development of customized e-commerce platforms for:

- Ticket sales

- Premium conferences
- Additional event services

Creation of a comprehensive platform for exhibitors, allowing:

- Payment for stands and additional services
- Furniture rental
- Management of exhibitor badges

Design and implementation of a premium program management module, exposing information through a REST API, consumed by the public visitor site, allowing synchronization and visualization of changes in real time.

Implementation of a matchmaking system, connecting exhibitors and visitors according to interests and business profile.

Management of domains, **DNS, SSL certificates, firewalls, and security policies.**

Automation of internal processes to improve the operational efficiency of the sales and events team.

Direct collaboration with marketing, sales, and management areas, positioning IT as a business enabler.

Implementation and Management of Salesforce Marketing Cloud

Responsible for the installation, configuration, and optimization of the Salesforce Marketing Cloud platform for digital marketing strategies. Management and execution of campaigns through Email Studio and Web Studio; design of automated journeys in Journey Builder; content management in Content Builder; and analysis of results using Analytics Builder. Application of Einstein AI capabilities for segmentation, personalization, and improvement of campaign performance. Active participation in specialized training for the adoption and continuous improvement of the tool.

ACHIEVEMENTS

- Designed and implemented a proprietary digital platform for B2B events, centralizing registration, payments, booth rentals, and lead generation.
- Reduced operating costs by eliminating external vendors through customized internal solutions.
- Improved the experience for exhibitors and visitors through 100% digital and self-managed processes.
- Implemented scalable and secure cloud infrastructure, supporting high traffic spikes during events.
- Increased commercial efficiency by allowing exhibitors to close sales and capture leads in real time.
- Integrated technological solutions that connect marketing, sales, and operations on a single platform.

IT MANAGER - DIFRAXION GROUP [Marketing Digital]

2016 - 2023 León Guanajuato México

RESPONSIBILITIES

- As a project leader responsible for creating solutions using development tools for companies, I love being able to translate customer requirements or project objectives into programming code using programming languages such as HTML, CSS, JavaScript, and specific frameworks or tools to achieve the goal.

- I am responsible for managing and maintaining the technical and operational aspects related to domains and web hosting infrastructure. I handle console management in different development environments and operating systems, installation of SSL security certificates, firewall administration of ports to the Internet or to a specific IPv4 range or address, static public IPs, DNS record administration, configuration and administration of dedicated email services, ensuring that domains are correctly registered and renewed on time, as well as administering and configuring hosting servers to ensure that websites are available and functioning optimally.
- I design, implement, and manage digital signage systems in various environments, such as stores, shopping centers, businesses, airports, hotels, and other public spaces. I use hardware and software components to create efficient, effective digital signage solutions and manage specific content management systems (CMS) to control and update content remotely.

ACHIEVEMENTS

- Implement AWS infrastructure to improve performance, security, and optimize costs for our services using AWS Lightsail for medium-sized services that require high deployment speed, AWS EC2 for services with high availability demands, AWS Route53 for domain and DNS record management, AWS SES to create mailings or notification systems for our websites, and AWS IAM for better management and monitoring of access to our services.
- Implement and manage digital signage systems with CMS software such as Cayin, Brightsign, and Samsung MagicInfo, creating servers with AWS EC2 Ubuntu Server and Lightsail Windows Server so as not to depend on the brands' hosting service.
- Develop web apps for interactive touch kiosks using API and SDK integration to provide valuable information for internal communication screens in industrial sectors, state government, and corporations.
- Implement SEO optimization and best practices to improve the performance of our websites and have a greater impact on digital marketing campaigns.
- As a frontend and backend programmer during this period, I developed many websites and landing pages using the Codeigniter and ReactJs frameworks for advertising campaigns in various sectors such as state government, commercial brands, and industry. I implemented online store services using WordPress, Prestashop, and Shopify.
- I implemented streaming services to improve the user experience on our live event platforms using Vimeo, Vmix, Teams, and Zoom.
- I implemented Microsoft 365 services for businesses to improve the productivity and performance of my colleagues.
- I managed a team of six motivated engineers with best practices in programming and systems administration. I provided training on the use of digital signage platforms and how to merge frontend development to take full advantage of their features.
- Axion Man Award for best performance and productivity.

FRONTEND DEVELOPER - HIGHVIEW

2015 - 2016 León Guanajuato México [Technology Consulting and Advisory Services]

RESPONSIBILITIES

- Optimize websites and multimedia content for better performance in browsers, remote technical support for customers.
- Email and IP telephony service support.
- Website development based on customer requirements.

- ACHIEVEMENTS
- Developed a portal for design and digital marketing process control using HTML5, CSS, JS, and PHP.
- Improved the performance of several websites by applying MVC.

JUNIOR DEVELOPER - PRESIDENCIA DE LEON

- During this period, I completed my professional internship, applying what I had taught myself about HTML, CSS, and JS. I was able to participate in updating the SIMEL platform (León Municipality Measurement and Evaluation System), which was part of the 2012-2015 Government Program.

EDUCATION

LIC. SOFTWARE ENGINEER - UNIVERSIDAD DE LEON

2012 - 2016 León, Guanajuato México