

Santiago Alessandro Rivera Martínez

Full-Stack Software Engineer

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SUMMARY

Full-stack software engineer who designs, builds, and ships production web applications end to end. Founder of Directa, a digital agency where I deliver client websites, e-commerce, and automations on a TypeScript and Next.js stack. Five years of hands-on work across web platforms, backend systems, and process automation, from running a company's online store and electronic invoicing to building a monetized Discord bot used by active communities. Comfortable across the stack and in the cloud (AWS, Azure). Fluent in English, native Spanish.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, Python, Java, C#, Swift, SQL, HTML/CSS

Frameworks & Libraries: Next.js, React, Node.js, Django, FastAPI, Vue / Nuxt

Cloud & Data: AWS, Microsoft Azure, R / RStudio

Tools & Practices: Git, REST APIs, Agile methodologies, Google Workspace

EXPERIENCE

Founder & Full-Stack Engineer — Directa

2024 – Present

Directa (Digital Agency) · Monterrey, Mexico

- ▶ Founded and run a done-for-you digital agency for small businesses; designed, built, and deployed the production website at [directa.mx](#).
- ▶ Build websites, e-commerce, and workflow automations on a TypeScript and Next.js stack, with a focus on performance and clean, maintainable architecture.
- ▶ Own the full delivery cycle: scoping, design direction, development, deployment, and ongoing maintenance.

Intern — CEMEX

2026 – Present

CEMEX · Monterrey, Mexico

- ▶ Support digital and technical workflows at a global building-materials company while completing my engineering degree.

Systems & Web Manager — Moreno Diesel

2023 – Present

Moreno Diesel · Monterrey, Mexico

- ▶ Manage the company's online store, website infrastructure, and electronic invoicing systems.
- ▶ Implemented backend improvements and workflow optimizations that increased operational efficiency.
- ▶ Oversee digital system integrations that support daily business operations.

Developer — Arwen (Discord Bot)

2021 – 2023

Independent Project

- ▶ Designed and maintained a large-scale all-in-one Discord bot for automation, moderation, and monetization, used by active communities.
- ▶ Integrated social media, gaming, and cryptocurrency APIs.
- ▶ Automated community-management processes and increased server engagement.

SELECTED PROJECTS

Kokoro Head Spa — Premium business website designed and deployed as Directa's first portfolio build (Next.js / TypeScript).

WhatsApp Multi-Agent Platform — SaaS for automated, multi-agent WhatsApp conversations; Python backend and API integrations.

Trading Analytics Tools — Python tooling for market-data analysis, trade tracking, and performance reporting.

EDUCATION

B.S. in Software Development Engineering

Universidad Tecmilenio, Campus Las Torres · Monterrey, Mexico

2023 – 2027 (expected)

High School Diploma — Bilingual Program

Centro de Investigación y Desarrollo en Educación Bilingüe (CIDEB)

2020 – 2022

CERTIFICATIONS

Universidad Tecmilenio (2025–2026): Full-Stack Development, Cloud Computing, Data Science, Databases, Data Structures (Honors), Object-Oriented Programming, Operating Systems (Honors), Network Management (Honors), Agile Methodologies (Honors), Probability & Statistics for Data Science, Programming Fundamentals (Honors), Upper-Intermediate English (Honors).

AWS: AWS Academy Graduate – Cloud Foundations (2024).

Cisco: Networking Basics (2025), Python Essentials 1 (2024).

IBM: Web Development Fundamentals – SkillsBuild (2025), Data Visualization with R (2024).

LANGUAGES

English — Fluent (professional working proficiency) • **Spanish** — Native