Alvaro Acevedo

Software Developer & Business Engineer

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Professional Summary

Accomplished Software Developer and Business Engineer with over 10 years of experience in both startup and corporate environments. Specializes in creating innovative digital products and automating processes using advanced technologies—including cloud computing, web development, artificial intelligence, and blockchain. Combines technical expertise with a solid background in digital marketing to drive business growth and deliver user-centric solutions.

Professional Experience

Fullstack Digital Products Developer

Jan 2024 – Present

- Develop innovative software solutions that drive business growth and enhance user engagement.
- Leverage cloud computing, web development, AI, and blockchain technologies to design efficient, scalable systems.
- Integrate digital marketing strategies to ensure products meet market needs and strategic goals.

Product Owner, Unired

Oct 2022 – Jun 2023

- Led a high-performing development team using Scrum methodology.
- Enhanced user experiences and developed new digital services to boost customer engagement and revenue.
- Oversaw initiatives aimed at increasing average ticket size and attracting new clients.

Product Manager, Unired

Dec 2021 – Sept 2022

- Spearheaded the Marketplace project to create new business lines and revenue streams.
- Collaborated with commercial and marketing teams to refine product strategy.

- Entered the Fintech space by innovating payment systems and digital financial solutions.

Founder, Marinier Gourmet Market
Mar 2020 – Oct 2021

- Established and managed a startup, applying skills in business development and strategic planning.
- Developed operational processes and problem-solving strategies that drove business growth.
- Gained invaluable entrepreneurial experience in market analysis and product positioning.

Product Manager, Cencosud
Apr 2016 – Dec 2019

- Managed product strategy for high-impact marketing campaigns in collaboration with leading agencies.
- Contributed to the growth of key brands (Tarjeta Scotiabank Cencosud and Seguros Cencosud) through targeted digital initiatives.

Senior Analyst, Cencosud
May 2015 – Mar 2016

- Designed KPI dashboards and detailed reports to guide digital channel performance.
- Developed actionable insights to optimize social media and email marketing campaigns.

Senior Analyst, Telefónica
Oct 2010 – Mar 2015

- Analyzed sales channel performance and implemented strategic improvements across local and regional teams.
- Collaborated closely with marketing to drive commercial initiatives and enhance overall performance.

Education

Business Engineering – *Approved with Distinction*
Universidad Diego Portales, Chile (Dec 2017)

Digital Marketing & e-Business Diploma
Universidad de Chile (Jul 2020)

International Trade and Logistics Diploma
Universidad de Chile (Jan 2018)

Certifications & Professional Development

Backend Development

- **Backend Testing and Scalability**, Coderhouse (Dec 2024)
- **Backend Design and Architecture**, Coderhouse (Oct 2024)
- **Advanced Backend Development**, Coderhouse (Aug 2024)
- **Full Stack Python Web Apps Development**, Talento Digital (Jul 2024)
- **Python Programming**, University of Michigan / Coursera (Jul 2019)

Frontend Development

- **React Frontend Development**, Coderhouse (May 2024)
- **Desarrollo Frontend Angular**, Coderhouse (Mar 2024)
- **JavaScript**, Coderhouse (Mar 2024)
- **Desarrollo Web**, Coderhouse (Dec 2023)

Artificial Intelligence

- **Generative AI with Large Language Models**, Deeplearning.ai / Coursera (Jun 2024)

Blockchain & Web3

- **Bootcamp on Tokenizing Real-World Assets (RWAs)**, Chainlink (Nov 2024)
- **Blockchain and Crypto Applications: From Decentralized Finance to Web 3**, MIT Sloan School of Management (Oct 2023)

Agile

- **Scrum Product Owner Professional Certificate**, CertiProf (Feb 2023)
- **Scrum Foundation Professional Certification**, CertiProf (Feb 2023)

Cloud Computing & Cybersecurity

- **Google Cybersecurity Professional Certificate**, Google (Feb 2025)
- **Arquitectura Cloud**, Talento Digital (Mar-Jun 2025)

Selected Projects

- **AI Retirement Evaluator**
  A web application and AI Agent, calculating projected pensions under both old and new systems, built with Python, FastAPI, Tailwind, and React.
- **3D Solar System**
  An interactive 3D representation of the solar system using React, Three.js, and Tailwind CSS.
- **SweetCake**
  An ecommerce site for cakes and cupcakes developed with Python, Django, and Bootstrap.
- **Genzee**
  A real estate portal targeting Generation Z's rental preferences, developed with Python, Django, and Bootstrap.
- **Spirit Store**
  An advanced ecommerce platform built using React, TypeScript, Tailwind, and Firebase.

Technical & Professional Skills

- **Programming Languages & Frameworks:** Python, Django, JavaScript, TypeScript, React, Angular, FastAPI, PHP, Solidity.
- **Web Technologies:** Tailwind CSS, Bootstrap, Three.js, Vite, Ether.js, LangChain, LangGraph, Llama Index, Crew.ai, Foundry, HardHat, MongoDB, Redis, Postgres, Pinecone, ChromaDB, Supabase, BeautifulSoup.
- **Development Practices:** Agile (Scrum), Product Management, Product Ownership.
- **Emerging Technologies:** AI, Blockchain, Cloud Computing, Cybersecurity.