

# José Luis García Orobio

FULL-STACK GROWTH ENGINEER · MARKETING ARCHITECT

Mexico (Remote/Hybrid) | Immediate availability

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*"I don't just run campaigns or code; I orchestrate automated revenue systems."*

**Profile Summary** \_\_\_\_\_ Technical leader with 12+ years bridging **performance marketing** and **software engineering**. I build sales machines where ad infrastructure, headless architectures, and CRM automation operate as one revenue circuit. My background as a **Senior Ethical Hacker** ensures reliable deployments, data integrity, and decisions validated by metrics.

## Performance & Security Audit

### You Get (Employer)

**Hybrid Agility**

**Deep Work Ethic**

**Black Box Tech**

**Business Logic**

### I Provide (The Stack)

I speak "Client" (Marketing) and "Server" (Dev). No translation friction. Validated by the "Steadfast" mode: I document, record, and deliver with traceability.

Access to my proprietary automation library (Raycast/Python) to execute 10x faster.

I don't code for aesthetics; I code for conversion (ROAS/ROI/SEO).

## Hybrid Identity Stack

**Growth Engineer** I build CRO-driven sales machines. **Stack:** Next.js, Shopify Liquid, Webflow, PHP.

**AdTech Specialist** Tracking audits (CAPI/Server-side) to guarantee ROAS. **Stack:** Meta Ads, GTM, Graph API.

**Technical SEO** Programmatic SEO and data structuring at scale. **Stack:** Python, JSON-LD, Bash, Screaming Frog.

**Automation Ops** CRM and data flows connected via custom middleware. **Stack:** HubSpot/Salesforce, Make/Zapier, Raycast, APIs.

## Professional Experience

### Xpertasocial

*Mexico / Remote*

GROWTH ENGINEER & FOUNDER

*Jan 2018 – Present*

- Designed full-funnel growth frameworks integrating Next.js frontends with Meta Ads automation loops to sustain 3x-5x ROAS.
- Implemented Server-side GTM + CAPI and data integrity audits to close attribution gaps and protect multi-brand budgets.
- Migrated sites to headless architectures (Vercel/Next.js), improving CWV and lifting organic conversions by 25% on average.

### Steadfast Security Inc.

*Remote*

TECHNICAL PROJECT LEAD (CONTRACT)

*Project-based*

- Led the digital identity rollout (branding, uniform systems, high-performance site) with a security-first approach.
- Applied ethical hacking principles to harden forms and encrypt sensitive lead handling.
- Automated documentation workflows with Raycast/MCP to maintain a single source of truth.

### Ceremonias Barcelona

*Barcelona, ES / Remote*

E-COMMERCE & GROWTH SPECIALIST

*Project-based*

- Re-engineered Shopify for CRO, integrating Klaviyo (lifecycle) and Recharge (subscriptions).
- Deployed Meta Ads campaigns with broad targeting and high-volume creative testing.
- Programmatic feed and inventory management for Meta Shops and Google Merchant Center.

## Technical Projects & Labs

- **Project "Nano Banana" (Gemini AI):** pipeline for product image editing using Gemini vision models.
- **iOS Dev Environment (iSH/Vim/Git):** local-first setup for hot-fixes in Next.js/Python with mobile Git control.
- **Meta Ads Creative Strategist (TAS Digital):** "Creative-Led Growth" framework driven by data-based hooks.

## Stack & Tooling

**Development** Next.js, Shopify (Liquid/Klaviyo/Recharge), Webflow, PHP, Python (Pandas/Scraping), Docker, Git.

**Marketing Tech** Meta Business Suite (Advanced Broad/CAPI), Google Ads, Technical SEO, CRM Automation, Looker Studio.

**Ops & Security** Ethical Hacking (12+ years), Server-side GTM, Vercel, Raycast Automation, Bash/Zsh, APIs.

## Links

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- **Site:** [xperta.social](https://xperta.social)
- **GitHub:** [github.com/lbaddass](https://github.com/lbaddass)
- **LinkedIn:** [jlgarciaorobio](https://www.linkedin.com/in/jlgarciaorobio)
- **X:** [x.com/lbaddassl](https://x.com/lbaddassl)
- **Facebook:** [facebook.com/lbaddassl](https://facebook.com/lbaddassl)
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