

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)	I Provide (The Stack)
Hybrid Agility	I speak "Client" (Marketing) and "Server" (Dev). No translation friction.
Deep Work Ethic	Validated by the "Steadfast" mode: I document, record, and deliver with traceability.
Black Box Tech	Access to my proprietary automation library (Raycast/Python) to execute 10x faster.
Business Logic	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 GROWTH ENGINEER & FOUNDER	Mexico / Remote Jan 2018 – Present
<ul style="list-style-type: none">Designed full-funnel <i>growth frameworks</i> 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. TECHNICAL PROJECT LEAD (CONTRACT)	Remote Project-based
<ul style="list-style-type: none">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 E-COMMERCE & GROWTH SPECIALIST	Barcelona, ES / Remote Project-based
<ul style="list-style-type: none">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

- **Site:** xperta.social **GitHub:** github.com/lbaddass **LinkedIn:** jlgarciaorobio
 - **X:** x.com/lbaddassl **Facebook:** facebook.com/lbaddassl **Pinterest:** pinterest.com/lbaddassl
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