Roberto Salas Hernández
Software Enginner

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Profile

Software Engineer with over 10 years of extensive experience in web application development across diverse technologies. Known for a passion for automating processes to drive efficiency and productivity. Demonstrated success in executing complex projects and delivering high-quality solutions. Ready to bring my innovative mindset and technical expertise to contribute effectively to a forward-thinking team.

Education

2020 – 2022	**Master's Degree in Informatic Security,** *Universidad Internacional de La Rioja* PL. 13012554
2020 – 2021	**Master's Degree in Data Science,** *Universidad Tecnológica en Línea* PL. 12812495
2009 – 2014	**Bachelor's Degree in Computing Science Engineer,** *Benemérita Universidad Autónoma de Puebla* PL. 11839022

Languages

Spanish
Native

English
TOEFL B1

Professional Experience

2021 CDMX, México	**Head of Information Technology,** *Distritomkt* ⧉ Led innovative technological projects for high-profile clients such as Nike, Farmacias Guadalajara, and Unilever. Spearheaded integrated marketing solutions, driving significant improvements in project efficiency and client satisfaction through advanced technology implementations.
2019 California, USA	**Head of Information Technology,** *Autoproyecto* ⧉ Directed the maintenance and development of the leading Spanish-speaking automotive site in the United States. Engineered content and functionality using PHP and Python, while integrating advertising services for major media outlets like CNN en Español, NBC, and Telemundo. Successfully enhanced site performance and user engagement.
2018 – 2019 Puebla, México	**Head of Information Technology,** *Universidad Tecnológica de Huejotzingo* ⧉ Responsible for directing and resolving problems with the University's communications and computer equipment. Some of the achievements were the initiation of rewriting the main university system with modern technologies.
2014 – 2018 Puebla, México	**Head of Information Technology,** *H. Ayuntamiento de Huejotzingo 2014 - 2018* ⧉ Responsible for the maintenance of the IT equipment of more than 200 employees. Also, developed applications for internal use to automate the organization's processes.

Skills

Languages
- Python
- Javascript
- PHP
- Bash
- Golang
- SQL and NoSQL

Backend Frameworks
- Flask
- Express
- Wordpress

Interests
- Cybersecurity
- Data Science
- Computer Vision
- API Design

Frontend Frameworks
- HTML/CSS
- Vue.js (2 & 3)
- Nuxt
- Astro
- Electron

Tools
- Git, Github & Gitlab
- Linux (Ubuntu)
- Docker
- Cloudflare
- AWS (EC2, S3, Lightsail)
- Digital Ocean

Projects

CRM Distrito MKT ⊡
A comprehensive CRM system developed for Distrito MKT, enhancing project management, quotation handling, and administrative processes.
Technologies used: MongoDB, Flask, Redis, Ubuntu Server, among others.

Autoproyecto ⊡
The largest Spanish-language site in the United States, where I had the opportunity to make it the most optimized and fastest site among the competition.
Technologies used: Wordpress, Javascript, AWS S3.

INTRUO ⊡
INTRUO is an open source tool that allows to discover and report almost instantaneously public information and vulnerabilities of online websites. This will help pentester, consultants and IT professionals to audit and obtain a quality report and findings that will help secure and save time on their applications running on the Internet in a public way.

This project was part of my study to graduate as a Master of Informatic Security. Code on Github ⊡ .

Technologies used: Python, BS4, Vue, Axios, SQLite.

Las llaves escondidas ⊡
This project was made for Colgate and Farmacias Guadalajara in a contest to register purchases and have the chance to win multiple prizes and a car. *Currently the project is finished.*

Technologies used: HTML, Javascript, AWS S3, Redis.