

Alan Corral Samaniego

SOLUTIONS ENGINEER · SOLUTIONS ARCHITECT

Torreón, Coahuila, Mexico | Available for full-time remote work (U.S. time zones)

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Spanish (Native) | English (C1 — Professional Working Proficiency) | U.S. B1/B2 visa valid through 2032

PROFESSIONAL SUMMARY

Solutions Engineer with **6+ years turning commercial requirements into shipped technical systems** across MarTech, SaaS platforms and web infrastructure. I lead the Systems function of a 65-person U.S. digital company, where I run technical discovery and scoping, architect the serverless platform client work runs on (Cloudflare Workers + Supabase Postgres), and design the integration layer that ties it to GoHighLevel, client CRMs and in-venue POS systems. Equally credible in a discovery call and in the codebase: I scope the solution, design the interface, build the proof of concept, and stay on the account through rollout and escalation. Industrial & Systems Engineer by training — I think in processes and constraints, not just features.

CORE COMPETENCIES

Solution Design & Discovery — Technical discovery and requirements gathering, feasibility assessment, architecture proposals, effort and risk estimation, vendor evaluation, proof-of-concept builds, technical documentation and client enablement

Integration Architecture — REST API design and consumption, webhook ingestion with signature verification, event-driven orchestration (n8n, Make, Zapier), CRM / POS / marketing-platform integration, data mapping and reconciliation, A2P 10DLC compliance

Cloud & Platform — Cloudflare (Workers, Pages, R2, DNS, CDN, WAF, SSL/TLS), Supabase (PostgreSQL, Auth, Storage, Edge Functions), Firebase, Docker, Linux VPS administration, GitHub Actions CI/CD, Git branching & code review

Engineering — TypeScript, JavaScript, Node.js, React / Next.js, PHP, Python, Bash, SQL — PostgreSQL and MySQL / MariaDB (schema design, indexing, query tuning, backup & restore)

UX / UI Design — 6+ years of applied product and interface design — information architecture, wireframing and prototyping, design systems, responsive layout, conversion-oriented UI, usability review, Figma and Adobe Creative Suite

MarTech Ecosystem — GoHighLevel / LeadConnector, OmniRoute, Meta Ads, Google Ads, pixel and conversion-event instrumentation, funnel architecture, lifecycle automation, attribution and KPI reporting

Client-Facing & Delivery — Pre-sales technical support, solution demos, multi-phase implementation programs, escalation ownership, SLA and ticket management, executive stakeholder communication, Scrum / Kanban

PROFESSIONAL EXPERIENCE

Director of Systems & Solutions Engineering

Apr 2025 – Present

Event Hawk — Chicago, IL (Remote)

65-person U.S. digital services & marketing company. Reporting to executive leadership.

SOLUTION DESIGN & CLIENT DELIVERY

- Own **technical scoping end to end** for client engagements — discovery, architecture proposal, effort and risk estimation, and the delivery plan the account team commits to — acting as the technical authority on what can be sold before it is sold.
- Led a **multi-phase POS implementation program** for hospitality clients: technical scoping, vendor evaluation and selection, integration design, staged rollout across venue operations, and post-go-live support.
- Serve as **final technical escalation** for every client-facing system, converting ambiguous business complaints into reproducible defects with a named owner, severity and fix path.
- Author the technical documentation, runbooks and enablement material the account and support teams use to serve clients without engineering involvement.

PLATFORM & PRODUCT ARCHITECTURE

- Architect and operate **Gala**, the company's proprietary publishing platform — Cloudflare Workers at the edge, Supabase PostgreSQL as system of record, R2 object storage for media, and automated domain provisioning with managed TLS.
- Designed the **custom visual builder interfaces** non-technical staff use to produce client sites — owning both the UX architecture and the front-end implementation, which removed engineering from the routine page-production path.
- Productized site delivery into a **microsite generation system** that converts a client brief or a scraped competitor URL into a production-ready, SEO-structured landing page and exports it as Elementor-importable JSON — standardizing on-page SEO and design quality across every site shipped.

INTEGRATION ARCHITECTURE

- Designed the **integration layer** binding the platform to GoHighLevel, client CRMs and POS systems: **100+ production n8n workflows**, event-driven with signature-verified webhook ingestion, idempotency keys to prevent duplicate writes, exponential-backoff retries and dead-letter routing for failed events.
- Eliminated **39 hours per week** of manual operations work across the delivery team by replacing hand-keyed data movement between GoHighLevel, HubSpot and the platform with monitored, self-healing automation.
- Own **A2P 10DLC** brand and campaign registration, throughput management and messaging deliverability across client sub-accounts.

TECHNICAL LEADERSHIP

- Lead a **six-person distributed Systems team** spanning QA, lifecycle automation, integrations & compliance, platform engineering, backend review and growth data — running work intake and routing, tiered QA gating, release approval and per-engineer feedback.
- Own the lead-tracking instrumentation and **KPI reporting executive leadership makes decisions on**.

General Manager & Web Operations

Mar 2020 – Apr 2025

Mercado Monkey — Torreón, Mexico

Full-service marketing & web agency — industrial, healthcare and real-estate accounts.

- Ran the agency end to end — commercial, delivery and operations — with direct P&L and full ownership of a portfolio of **25+ corporate accounts**, while remaining the senior technical resource on every engagement.
- Scoped, designed and delivered custom web platforms for industrial, healthcare and real-estate clients: **information architecture, UX/UI design, custom WordPress and PHP development**, performance optimization and technical SEO.
- Consolidated **21 client sites** from fragmented shared hosting onto a **self-managed Linux VPS running Docker and Nginx** — per-site isolation, automated certificate renewal, Cloudflare DNS/CDN/WAF and scheduled off-server backups — **cutting recurring hosting spend by 72%**.
- Directed paid media and conversion instrumentation across Meta and Google Ads — pixel and server-side event tracking, UTM taxonomy, lead routing into CRM and lifecycle nurture.

SELECTED PROJECTS

Gala Publishing Platform — Event Hawk · Architecture & Delivery

Serverless multi-tenant publishing platform on Cloudflare Workers + Supabase Postgres + R2, with automated domain provisioning, custom visual builder UI and global edge delivery.

POS Implementation Program — Hospitality · Solution Design

Multi-phase technical scoping, vendor evaluation and staged rollout of point-of-sale systems for restaurant operations, including integration into the marketing and reporting stack.

Productized Microsite System — Event Hawk · Product & UX

Brief-or-URL to production landing page: niche research, SEO-structured copy generation, locked design system and Elementor JSON export — turning bespoke site builds into a repeatable product.

Integration Hub — Event Hawk · Automation

Event-driven n8n orchestration across GoHighLevel, client CRMs, POS terminals and PostgreSQL with idempotency, retry and dead-letter guarantees.

EDUCATION & CREDENTIALS

B.Eng., Industrial & Systems Engineering

Universidad Autónoma de La Laguna (UAL) · 2015 – 2019

Languages & Mobility

Spanish (Native) · English (C1) · U.S. B1/B2 visa through 2032 — available for on-site client visits