CARLOS CRUZ ESPINOZA

Software Solutions Architect | Business Process Analyst | Full Stack Developer

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PROFESSIONAL SUMMARY

Computer Engineer and Software Solutions Architect with over 15 years of experience in business process optimization and custom software development. I specialize in analyzing operational inefficiencies for Law Firms, Real Estate, and Sales teams, designing and implementing scalable solutions that utilize modern frameworks (Laravel, Python Flet) and Artificial Intelligence (AI) for automation. My focus is on delivering cost-optimized, high-performance solutions that drive measurable business results and digital transformation, including multi-platform apps built with Python Flet. Currently studying Law to integrate technical and legal expertise.

CORE COMPETENCIES & AREAS OF EXPERTISE

Strategic Focus	Technical Development	Automation & AI
Business Process Analysis	Full-Stack Development (Laravel, Python Flet)	Custom LLM Deployment on Private Servers
Tech Consulting & Strategy	Backend Development (PHP, Python)	n8n & Enterprise Workflow Automation
Real Estate & Legal Tech	Custom Database & POS Systems	SEO for Google & Generative AI (Claude, Gemini)
Sales Funnel Optimization	CMS & E-commerce (WordPress, Shopify)	—
DevOps & Infrastructure	Multi-Platform Apps (Web, Desktop, Mobile)	—

PROFESSIONAL EXPERIENCE

Senior Solutions Architect & Process Automation Consultant   *2022 – Present*

MR. CRUZ+ | Managua, Nicaragua (Remote/Hybrid)

- **Business Analysis:** Analyze client operational inefficiencies (SMEs, Real Estate, Law Offices) and design strategic custom software roadmaps for automation.
- **Custom Development:** Architect and deploy custom full-stack solutions (using PHP, Laravel, JavaScript, Python, and Python Flet) for inventory, data analysis, and client relationship management.
- **AI Integration:** Implement AI-powered systems for content generation, customer service, and data analysis, achieving over 40% reduction in manual administrative tasks for key clients.
- **Infrastructure Management:** Securely install, configure, and maintain Linux/Windows VPS environments and deploy private LLM models to ensure data sovereignty and security for clients.

Director of Digital Strategy & CRM Optimization   *2020 – 2022*

NICARAGUA VILLAGE REAL ESTATE | Granada, Nicaragua

- **Sales Automation:** Directed the digital strategy, overseeing the implementation of a comprehensive CRM and lead management system that optimized the sales pipeline.
- **Performance:** Managed high-impact SEO and SEM campaigns, resulting in a significant increase in qualified leads and effective sales closures.
- **Team Leadership:** Supervised creative teams (advertising, editing, post-production), aligning digital output with strategic business goals.

Online Operations Coordinator & Sales Funnel Manager   *2010 – Present (Concurrent Roles)*

SOL DE NICARAGUA SPANISH SCHOOLS | Nicaragua (Remote)

- **Workflow Optimization:** Coordinated educational programs remotely, using automated communication platforms to streamline student enrollment and administrative workflows.
- **Sales Conversion:** Managed the complete sales cycle via digital channels (Email, WhatsApp), maintaining high conversion rates through targeted follow-up and process adherence.

Director of Digital Marketing & Webmaster   *2017 – 2018*

CASA GRANADA PROPERTIES S.A. | Granada, Nicaragua

- Led the digital strategy, focusing on SEO/SEM and web platform optimization, resulting in improved search engine visibility and property lead generation.

TECHNICAL TOOLKIT

Programming Languages:

PHP, Python, JavaScript, HTML5, CSS3, SQL, JSON

Backend Frameworks & Tools:

Laravel (Eloquent ORM, Blade, Artisan), Python Flet, Supabase, REST APIs, Composer

Frontend Technologies:

jQuery, Bootstrap, Tailwind CSS, PWA (Progressive Web Apps)

CMS & E-commerce:

WordPress, WooCommerce, Shopify

DevOps & Infrastructure:

CI/CD, Docker, Apache, Redis, Supervisor, VPS Setup & Management, Linux (Bash), SSH, Certbot/Let's Encrypt, cPanel/WHM

Version Control & Repositories:

Git, GitHub

Databases & Caching:

MySQL, PostgreSQL, SQLite, Redis

Testing & API Tools:

Postman, PHPUnit, Laravel Dusk

Package Managers & Build Tools:

npm, yarn, Webpack, Composer

Development Tools:

VS Code, Antigravity, TRAE, MySQL Workbench, phpMyAdmin

Integrations & Automation:

Webhooks, Cron Jobs, API Integrations (Payment Gateways), n8n Workflow Automation

AI & Prompt Engineering:

Claude, ChatGPT, Gemini, Perplexity, MCP (Model Context Protocol), Custom LLM Deployment

EDUCATION

Bachelor of Laws (Licenciatura en Derecho)

Universidad del Valle (Univalle), Managua, Nicaragua | 2024 – Present

Computer Engineering (Ingeniería en Computación)

Universidad Nacional de Ingeniería (UNI-RUSB), Managua, Nicaragua | 2015

LANGUAGES & SOFT SKILLS

Spanish:	Native
English:	Reading/Writing: C1 (Advanced) | Listening/Speaking: B2 (Upper-Intermediate) – Fluent in technical documentation and written communication
Soft Skills:	Business Acumen, Critical Thinking, Complex Problem Solving, Adaptability, Self-Directed Learning