

# Diego Alvarez

Senior Django + Python + AI Developer

*Platforms that evolve with your business |  
Ex-Fox International Channels Latin America*

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## Professional Summary

Senior full-stack developer specializing in scalable Django/Python architectures and AI integration with 5+ years building intelligent platforms for businesses across Mexico and Latin America. Combine strong technical expertise with strategic business intelligence background from Fox International Channels, transforming complex requirements into efficient, data-driven solutions.

## Professional Experience

### DHA Devs

#### Senior Django + Python + AI Developer & Founder

June 2020 - Present • Cancún, Quintana Roo, Mexico

Build custom, scalable web platforms and intelligent systems for clients across industries. Specialize in Django/Python architectures that evolve with business needs, integrating AI, automation, and business intelligence.

### Key Projects:

- ✓ **ZenReflex SaaS Platform:** Multi-model AI platform consolidating Claude, GPT, DeepSeek, Nano Banana, FLUX among others. Django-based architecture with API integration for enterprises requiring AI versatility
- ✓ **Civil Engineers Association of Cancún:** Complete management system with web portal, administrative tools, and content strategy. Django backend with process automation and integrated BI dashboards
- ✓ **Grupo INSET Multi-Site Platform:** Bilingual corporate platform with multiple websites, digital leads CRM, and HR management system. Built with Django, optimized for SEO (92% organics leads), responsive design across devices
- ✓ **Agro BI Analysis Platform:** Agricultural analytics solution integrating 2022 Census data, annual production metrics, internal company data, monthly updated crime incidence statistics, and climate data. Python-based with interactive dashboards and comprehensive data visualization.
- ✓ **Grupo Asesor de Proyectos:** Bilingual Django website with premium content system, user authentication, membership management, and analytics for Owner's Representative consulting firm

- ✓ **Nutri Peek ERP System:** Complete e-commerce solution with inventory management, order processing, and analytics dashboard. Django-based with integrated marketing tools
- ✓ **Travel Ratings BI Tool:** Hotel benchmarking platform using TripAdvisor API integration. Python web scraping and competitive analysis with automated reporting

## Business Intelligence & Analytics Background

### Fox International Channels Latin America

Executive Director - Content Strategy & Research • 2012-2018 • Buenos Aires & Mexico City

Led Business Intelligence and market research for all Latin America, managing performance analytics, revenue optimization, and competitive analysis. Developed automated reporting systems and data-driven strategies that consolidated the company's regional leadership. Created 10+ interactive dashboards consolidating multi-country sales databases and market intelligence.

**Previous roles:** TV Azteca (Account Executive & Commercial Intelligence, 2018-2020), LAPTV (Corporate Manager - Market Research, 2004-2010), IBOPE (Commercial Manager & Production Supervisor, 1992-2004)

## Education & Certifications

### **CS50 Introduction to Computer Science & CS50 Web Programming with Python & JavaScript**

Harvard University (edX)

### **Executive Management Program** • Universidad Austral, Argentina

## Technical Skills

**Languages & Frameworks:** Python, Django, JavaScript, HTML/CSS, SCSS

**Databases:** PostgreSQL, MySQL

**AI/ML Integration:** Claude API, OpenAI GPT, DeepSeek, Nano Banana, FLUX, Custom Model Development

**APIs & Automation:** RESTful APIs, Web Scraping, Third-party Integration, Process Automation

**DevOps & Tools:** Git, Docker, Digital Ocean, Railway, Linux

**Business Intelligence:** Data Analysis, Interactive Dashboards, Visualization, Analytics

## Languages

**Spanish:** Native • **English:** Professional Working Proficiency • **Portuguese:** Professional Working Proficiency