

# Diego Esteban Rivera Spröhnle

## Full Stack Developer - Shopify Developer

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• [Portfolio](#)

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*Full stack web developer and Shopify expert with experience in creating and optimizing e-commerce platforms, Shopify e-commerce stores, and custom web applications.*

*Expert in Shopify Liquid, JavaScript, Node.js, React, REST API, and SQL, with experience in integrating Shopify APIs and platforms such as Mercado Libre.*

*Focused on automation, performance optimization, and conversion improvement for online stores, with a proven ability to increase sales and optimize operations.*

*I stand out for my autonomy, commitment, learning ability, and high performance under pressure.*

*Skilled at collaborating with multidisciplinary teams, maintaining effective communication with clients, and ensuring technical quality in every project.*

### PROFESSIONAL EXPERIENCE

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#### Full Stack Ecommerce Developer | Shopify & Mercado Libre

[Tododeportes](#) – [Osiris Chile](#) – [Tiendas 1530](#), San Fernando, Chile

San Fernando, Chile

November 2024– At Present

- Comprehensive management of two e-commerce sites on Mercado Libre and three Shopify stores.
- Development and customization of internal systems and online stores with Shopify, RESTful APIs, and Node.js.
- Implementation of growth strategies: SEO optimization, conversion funnel improvement, and automation of key processes (inventory, pricing, and publication synchronization).
- Analysis of performance, conversion, and traffic KPIs for data-driven decision making.
- Creation of automated scripts with Shopify and Mercado Libre APIs, integrating processes with SQL databases.
- Coordination with sales, marketing, and logistics teams, ensuring efficient omnichannel operations.
- Increased sales by 40% to 50%, leading the area individually.

#### Industrial Automation Technician with PLCs in Road Technology

Rodotecnia – Santiago, Curicó, Parral, Chile

Curicó, Chile

March 2022 – July 2024

- Design and implementation of automated systems with Phoenix Contact PLCs (IEC).
- Development of sequential logic (equivalent to structured PLSQL).
- Coordination with technical teams to improve productivity and efficiency.

#### Freelance Shopify Developer - Full Stack

San Fernando, Chile

- Development and customization of e-commerce stores on Shopify, implementation of scripts, and optimization of functionalities.
- Creation of web applications using React/Next.js.
- API integrations and business process automation.

## EDUCATION

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### **SAN SEBASTIÁN INSTITUTE - Santiago (Online), Chile**

Computer Engineering - 2025 - In progress

### **UNIVERSITY OF TALCA - Curicó, Chile**

Mechatronics Civil Engineering - 2017 - 2022

### **DIGITAL TALENT CHILE - FUDESCO ADALID - Santiago (Online), Chile**

Full stack Java Trainee

## SKILLS

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**Shopify & eCommerce:** Shopify Liquid, Shopify APIs, Theme Customization, Conversion Optimization, SEO, Mercado Libre Integrations

**Web Development:** JavaScript, Node.js, React, Next.js, Express.js, HTML, CSS

**Backend & Databases:** C#, Java, SQL, PL/SQL, Oracle, PostgreSQL

**Tools:** Git, GitHub, Vercel, Netlify, Figma, Visual Studio, Excel.

## LANGUAGES

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**Spanish:** Native

**English:** Advanced (C1)

**German:** Basic

