Jossue Alcalá

Head of E-commerce & AI Specialist

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PROFESSIONAL SUMMARY

Head of E-commerce and AI specialist focused on Artificial Intelligence applied to business, with 8+ years in digital growth, ecommerce, paid media, SEO and conversion rate optimization (CRO). I integrate AI into online commercial processes: LLM sales assistants in production, analysis copilots connected to the ERP, the store and advertising, and automations with human approval. I design and build digital products end to end (concept, UX, front-end and back-end) with AI-assisted development, and I run local models with Ollama, including LoRA fine-tuning of Qwen2.5 models. Creator of MADRE, AHP+, Daniela and Jossue AI.

SKILLS

Artificial Intelligence and LLMs: Generative AI, production LLMs (Google Gemini, Claude, OpenAI Codex), prompt engineering, structured outputs (JSON Schema), semantic search with embeddings, AI agents and multi-agent systems, Model Context Protocol (MCP), guardrails, prompt injection defense, model evaluation (evals)

Local models: Ollama, Llama 3.1, Qwen2.5, Qwen2.5-Coder, nomic-embed-text, LoRA and QLoRA fine-tuning with MLX (mlx-lm), GGUF conversion

AI-assisted development: Claude Code, Codex, Cursor, Gemini CLI, OpenCode, ChatGPT; workflow by context, scope, plan, code, tests and documentation

E-commerce and growth: Shopify (Liquid, Theme App Extensions, App Embeds, Shopify CLI, Polaris, App Bridge, GraphQL Admin API), CRO, commercial UX, PDP, PLP, cart, marketplaces (Mercado Libre, Amazon, TikTok Shop), performance marketing, Google Ads, Meta Ads, SEO, email marketing and CRM with Klaviyo

Front-end and back-end: HTML, CSS, JavaScript, TypeScript, React, Next.js, Astro, Node.js, Python, Prisma, PostgreSQL, SQL, REST APIs, Cloudflare Workers, Cloudflare D1, Railway, Git, GitHub, Playwright

Product and design: Product and concept design and development, UX/UI, design systems, prototyping, WCAG 2.2 accessibility, technical documentation

Data and analytics: GA4, Google Tag Manager, Search Console, Looker Studio, Streamlit, pandas, Odoo ERP, scorecards (ROAS, MER, CAC, AOV, LTV), conversion funnel diagnostics

PROFESSIONAL EXPERIENCE

WU Nutrition / Come Verde Nov 2025 – Present

Head of E-commerce & AI Specialist

- Lead ecommerce for WU Nutrition (Shopify DTC, Mercado Libre, Amazon and TikTok Shop) and the digital channel for Come Verde (retail and marketplaces), owning the channel budget and P&L.
- Integrate AI into online commercial processes (assisted selling, advertising analysis, executive reporting and creative production), with human approval before anything runs.
- Designed, built and shipped Daniela, an AI shopping assistant on wunutrition.com (Cloudflare Workers and Google Gemini over REST with responseSchema): it recommends products from the real catalog, builds bundles and adds to cart; the server injects verified prices and promotions to prevent hallucinations, with health guardrails and prompt injection defense.
- Built an AI commercial copilot connected through MCP to Odoo, Shopify, GA4, Google Ads, Meta Ads and Klaviyo, with source-of-truth rules that surface discrepancies between systems instead of blending them.
- Designed Growth OS, the team's AI growth operating system: roadmap, weekly loop, experiments and executive scorecards with QA and documentation.
- Automated paid media audits with Python and the Google Ads API (Performance Max, search term mining, negative keywords, bidding strategy) and Meta Ads audits with creative inventory and recovery plans.
- Built in Shopify (Liquid, JavaScript, CSS) a cart drawer with a rewards ladder synced to automatic discounts, a reusable landing page system with a sticky buy bar, a promotions framework with kill switches, and the CRO redesign of home and collections; removed the third-party scripts that blocked the initial render.
- Built a Streamlit ecommerce dashboard (Google Ads, GA4 and Shopify), funnel diagnostics by device, Klaviyo flows verified through the API, and an AI image pipeline (Gemini and Imagen) aligned with the brand guidelines.

Corporativo IMT (Innovación Médica y Tecnológica) Mar 2025 – Nov 2025

Digital Project Coordinator

- Led digital marketing, commercial websites and branding for 8 brands.
- Opened new customer acquisition channels based on what the data showed.

- Planned and ran paid advertising and SEO to bring in qualified leads.

HP Inc. Nov 2021 – Feb 2025

Digital Sales Account Manager

- Ran commercial and demand strategy with key retailers in Mexico and Peru: quarterly sales grew +21% in Mexico and +35% in Peru.
- HP market share grew +4% in Mexico (2024) and +6% in Peru.
- Grew the online channel and coordinated in-store and online campaigns during peak seasons.
- Bought digital advertising segmented by each commercial goal.

Farmalisto México Oct 2020 – Nov 2021

Senior Paid Media

- Led brand awareness and digital positioning, with +22% conversion on pay-per-click (CPC) media.
- Managed customer acquisition campaigns across several channels.
- Combined SEO and paid advertising with budgets above $1M MXN a month.

Estrasol Mar 2019 – Oct 2020

SEM Strategist

- Search (SEM) campaigns for agency clients.

Grupo Megamex Jan 2017 – Mar 2019

Brand Manager

- Brand management in consumer goods.

PRODUCTS AND INDEPENDENT PROJECTS

Products I design and build independently; they are not employers.

MADRE madre.run · npmjs.com/package/@jossuealcala/madre

- Open-source local platform (Node.js, AGPL-3.0, version 1.0.4 on npm) that puts Codex, Claude Code, Gemini CLI, OpenCode and Cursor in one conversation, with shared memory, tiered permissions and a Coordinator that connects projects.
- Local AI with Ollama: semantic search (nomic-embed-text), Qwen2.5 and Llama 3.1, and each project's own model: exported dataset, LoRA/QLoRA fine-tuning with MLX on Qwen2.5 (0.5B to 72B), GGUF conversion and serving through Ollama.

AHP+ github.com/jossuealcacao-exe/ahp_plus

- Open continuity protocol for AI agents: keeps project state, decisions and evidence inside the repository and checks project, branch and commit before every change, so you can switch assistant or computer without losing context.

Jossue AI jossuealcala.com

- Assistant on my portfolio (Gemini on Cloudflare Workers): answers only from the site's knowledge base, with evals and guardrails; books calls and sends leads to my CRM.

APEX Cartera Own CRM

- Lead CRM (TypeScript, Railway) that receives portfolio leads, schedules Google Meet calls, sends calendar invites and exposes MCP tools to AI agents.

Bloqio bloqio.app

- Bloqio Builder (private beta): block-based site builder with Blob, an AI assistant that proposes sections and copy (React, TypeScript, Node.js, PostgreSQL). Shopify apps Prometeo (announcement bar) and Hermes (sticky add to cart) with Theme App Extensions, Polaris and App Bridge.

Miawseo and Vinería michimuseum.com

- Content sites designed and coded end to end: a museum of 20 cat breeds in Next.js with search and a moderated photo wall, and an interactive guide to 24 grapes with filters, pairings and a source log.

EDUCATION AND CERTIFICATIONS

Universidad de Guadalajara — B.A. in Marketing 2013 – 2018

COBAEJ — Specialized High School Diploma in Systems and Networks 2009 – 2012

Google Academy (Skillshop) — AI Prompting, Search Advertising, Google Analytics and Tag Manager 2025

HP Education Services — Ethical Commercial Practices and Product-Price Strategy Development 2023

Languages: Spanish (native) · English (B1)