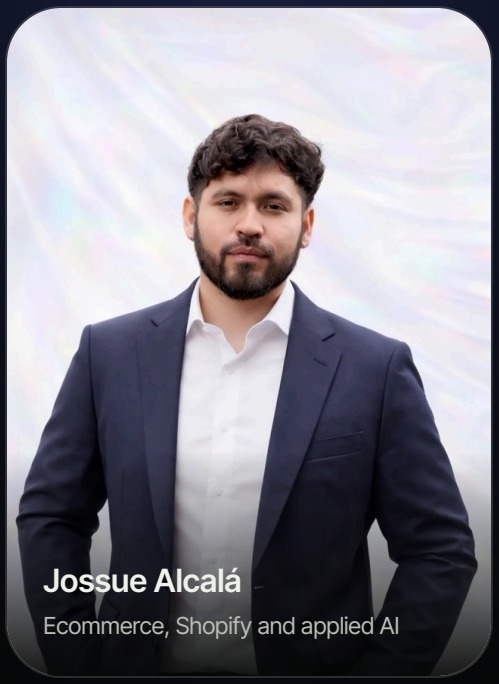
CV AND PORTFOLIO · 2026

Jossue Alcalá

Ecommerce, Shopify and applied AI

I build Shopify stores, chatbots and AI tools for businesses, and leave them running with your team. I design it and I also code it, so what I propose actually reaches production.



8+ years

In digital growth, paid advertising, SEO and conversion (CRO).

4 live

AI products I built: MADRE, AHP+, Daniela and Jossue AI.

+21% · +35%

Quarterly sales at HP Mexico and Peru, with key retailers.

WEB
jossuealcala.com

EMAIL
hola@jossuealcala.com

WHATSAPP
+52 33 1632 6710

LINKEDIN
linkedin.com/in/jossue-alcala

HOW I WORK

I join the loose pieces of your business into a system that sells.

The store, advertising, measurement, data and AI usually live apart. Each one says something different. My job is to connect them so your team decides with the same numbers.



A system that sells

Store · Advertising · Measurement · Data · AI

THE SAME ORDER IN EVERY DELIVERY

Context → Scope → Plan → Code → Tests → Documentation

I code with AI agents (Claude Code, Codex, Cursor) and use AHP+ to keep the thread. Nothing ships without tests or without a person approving it.

What I do for your business

Smart chatbots

Your customers get answers at any hour, with your store's real products, prices and orders.

Web development

Your online store or website, built to sell and easy to maintain.

Applied AI

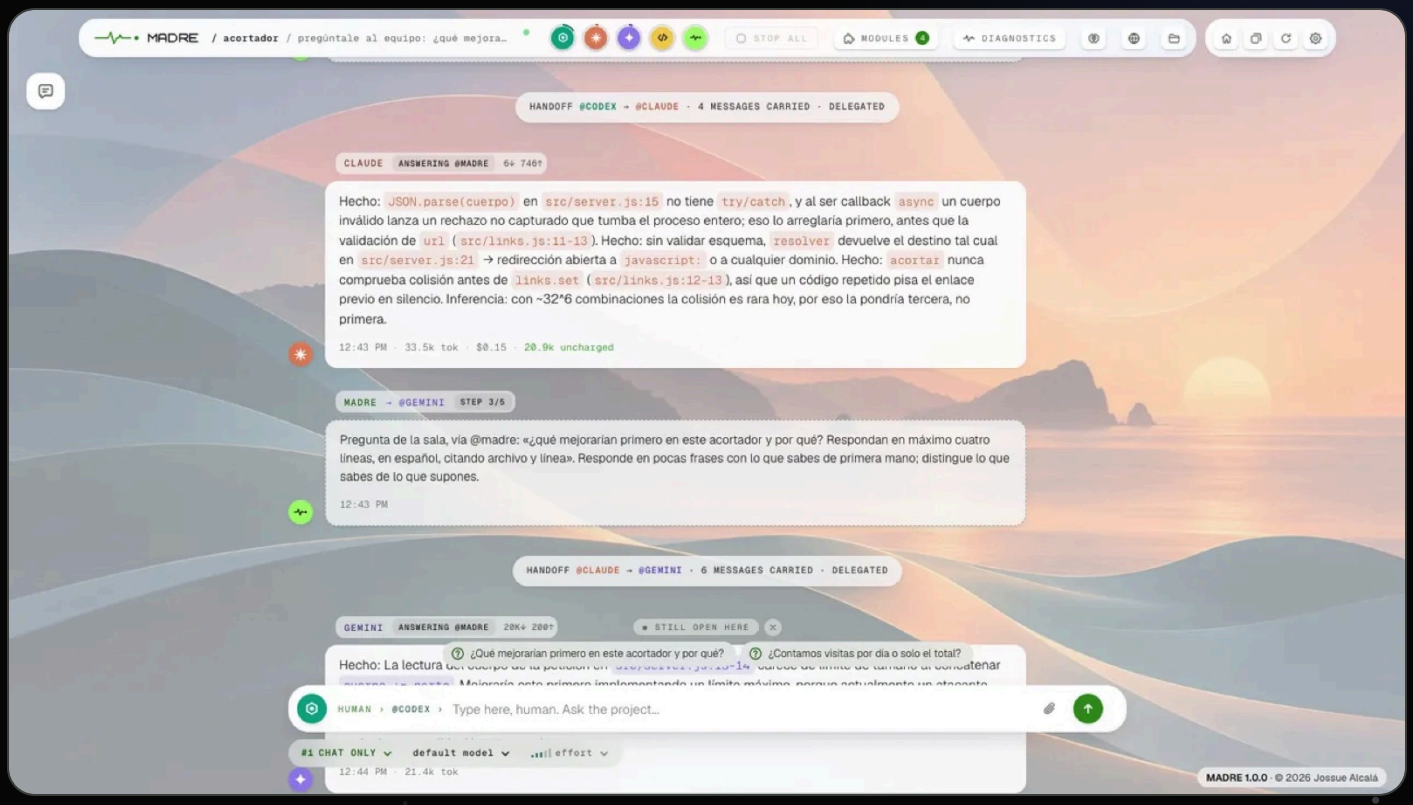
A task your team repeats every day, solved with AI and with a person who reviews the result.

Consulting

I help you decide what to do with your online store before you spend on building something new.

My own products, in use.

I designed and coded them myself. They show what I can do in your business.



FLAGSHIP PRODUCT · 1.0 · FREE

MADRE

Your coding agents (Codex, Claude Code, Gemini CLI, OpenCode and Cursor) work in the same conversation and remember what was decided. Everything runs on your computer and nothing changes without your permission.

`madre.run`

Your agents · One conversation · Project memory · Local AI (Ollama) · Your own model

Each project can train its own model: it exports what it remembers, fine-tunes it with LoRA on Qwen2.5 and serves it with Ollama, without leaving your machine.

OPEN SOURCE

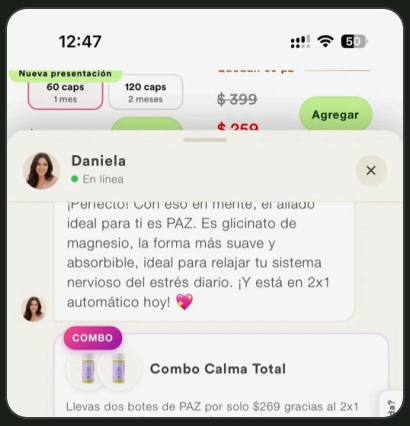
AHP+

Keeps your project's memory in your repository so any agent picks up where the last one stopped.

`github.com/jossuealcacao-exe/ahp_plus`

Agent A → `.ahp/ · Memory in the repository` → Agent B

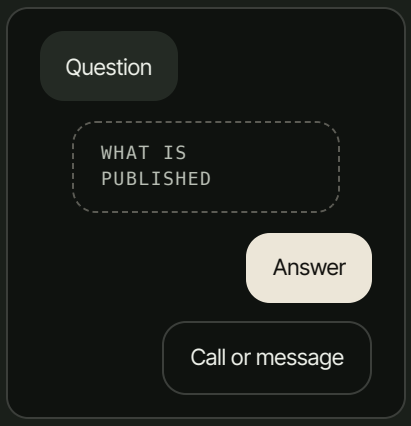
Assistants, apps and sites I designed and coded.



LIVE ON WUNUTRITION.COM

Daniela

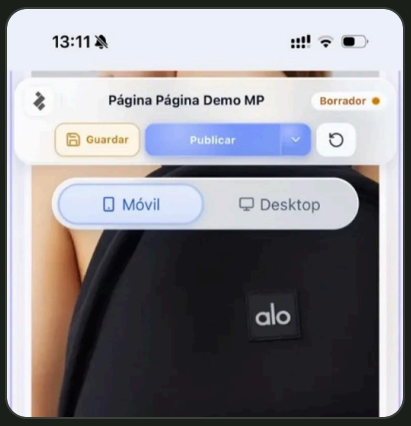
AI sales assistant. It recommends with the real catalog, builds bundles, manages the cart and checks orders. Prices come from the store, not from what the AI remembers.



LIVE ON JOSSUEALCALA.COM

Jossue AI

Answers for me on my site, only with what is published. It books calls and passes me the details of whoever wants a project.



PRIVATE BETA

Bloqio Builder

Tell it what you sell and it builds a block-based page you can review and keep editing. Its assistant, Blob, proposes sections and copy.



SHOPIFY APPS

Prometeo and Hermes

An announcement top bar and a sticky buy button, each with its own panel inside the Shopify admin.



CONTENT SITE

Miawseo

A museum of cat breeds you explore like a subway map, with a moderated photo wall.



INTERACTIVE GUIDE

Vinería

24 grapes with search, filters, pairings, an origin map and a source log.

• CLIENT WORK

Stores and brands I work for.

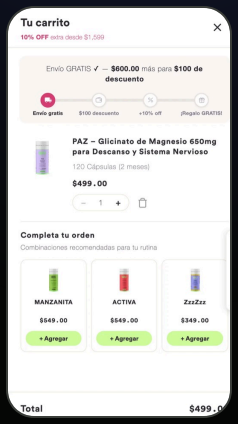
Real screenshots of what I built. I do not publish my clients' sales, prices or internal data.

SUPPLEMENTS · SHOPIFY AND MARKETPLACES

WU Nutrition

I run their ecommerce: the store, advertising, measurement and the AI assistant that helps sell. For this client I coded the cart with a rewards ladder, the campaign pages, the sticky buy button and Daniela.





HEALTHY SNACKS · RETAIL AND MARKETPLACES

Come Verde

I handle the ecommerce and media side, coordinate with their brand and commercial teams, and built the systems they use to plan, launch and learn from every campaign.





DIAGNOSIS OF THEIR SHOPIFY STORE

La Carnicería Virtual

I reviewed their store top to bottom to find why people came in and did not buy: the experience, speed, Google search and measurement. I delivered a plan ordered by how much each fix helps sales.

3.6 s
Mobile LCP (CrUX)

30·60·90
day plan

3 fronts
speed, search and trust



CAREER

More than eight years selling online.

2025 — NOW
Independent
Ecommerce and applied AI for clients · own products

2025
Corporativo IMT
Digital Project Coordinator · 8 brands

2021 — 2025
HP Inc.
Digital Sales Account Manager · Mexico and Peru

2020 — 2021
Farmalisto México
Senior Paid Media · +22% CPC conversion

2019 — 2020
Estrasol
SEM Strategist

2017 — 2019
Grupo Megamex
Brand Manager

WHAT I WORK WITH

Ecommerce

Shopify, Liquid, apps and themes, Mercado Libre, Amazon, Klaviyo

AI

Gemini, Claude, Codex, Cursor, MCP, Ollama, Qwen2.5, Llama 3.1, LoRA with MLX

Code

HTML, CSS, TypeScript, React, Next.js, Astro, Node.js, Python, PostgreSQL, Cloudflare, Railway

Growth

Google Ads, Meta Ads, SEO, GA4, GTM, Looker Studio, Odoo

EDUCATION

- B.A. in Marketing · Universidad de Guadalajara
- Google Academy: AI, search advertising, Analytics and Tag Manager · 2025
- Native Spanish · English B1

Tell me what you want to solve.

In a 10-minute call I get to know your project and tell you where I would start.

Book a call → jossuealcala.com/en/book-a-call/

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