SEBASTIAN ALCARAZ

Technical Customer Success · Project Management · eCommerce Developer

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PROFESSIONAL PROFILE

Customer Success specialist with 2+ years supporting 70+ e-commerce clients, from mid-sized to large companies. I combine account management, clear communication and proactive follow-up with deep technical knowledge of PrestaShop, Shopify and Tiendanube, which allows me to diagnose needs, set realistic expectations and resolve issues end-to-end. Focused on adoption, retention and measurable results in conversion and customer experience.

PROFESSIONAL EXPERIENCE

Technical Customer Success · Wualá – E-Commerce Agency Feb 2024 – Present · Hybrid

Technical lead managing 50+ active stores simultaneously, with accumulated experience across 70+ projects.

Client & account management

- Participation in meetings with current and prospective clients as technical-strategic lead, presenting proposals, improvement roadmaps and optimization plans.
- Support across the entire client lifecycle: needs assessment, end-to-end solution design, implementation and results tracking.
- Proactive account follow-up to identify risks, opportunities and emerging needs, advising on the feasibility of each intervention with realistic expectations.
- Management and resolution of technical and functional incidents through a ticketing system, prioritized by impact and urgency.
- Coordination with cross-functional teams (design, marketing, development) to align solutions with each client's business goals.

Performance, conversion & reporting

- Preparation and presentation of performance reports, integrating data from Google Search Console, Meta Ads, Master Metrics and other analytics platforms.
- User behavior analysis through heatmaps (Clarity, Hotjar) and identification of friction points in the purchase funnel.
- Technical site optimization: load speed, Core Web Vitals, on-site SEO and server usage, with direct impact on conversion and experience.

Technical development

- Development of modules, apps and integrations (REST APIs, webhooks) on PrestaShop and Shopify, enabling me to directly resolve what would otherwise require escalation to a dev team.
- Development of internal applications and tools (automations, dashboards and workflows) aimed at optimizing team processes and client operations.
- Implementation of custom solutions based on documented technical and functional requirements, combining functional analysis and code-level diagnosis.

MVP Developer (Internship) · Globant Oct 2023

Built an MVP in Bubble under Scrum methodology: landing page, login and game logic, with final presentation.

IT Support (Internship) · MSIT Service Desk Apr 2023 – Oct 2023

IT help desk for companies: user support, device diagnostics, software and hardware support.

KEY SKILLS

Customer Success: Account management · Onboarding & adoption · Proactive follow-up · Ticket & incident management · Expectation management · Stakeholder meetings · Reporting

E-Commerce: PrestaShop · Shopify · Tiendanube · WooCommerce

Analytics, CRO & SEO: Google Search Console · Microsoft Clarity · Hotjar · Master Metrics · Core Web Vitals · Metadata & keywords

Technical: JavaScript · TypeScript · React · Next.js · PHP · Node.js · MySQL · REST APIs · Webhooks

Methodologies: Scrum · Agile · Cross-functional coordination

EDUCATION & LANGUAGES

Systems Analyst · IES21 · Computer Technician · J.F. Kennedy Secondary Inst. 2025 – Present | 2017 – 2023

Languages: Spanish (native) · English C1 Advanced (EF SET Certificate)