Martín Alfonso Hernández Cacho

Data Engineer / AI & Automation Engineer / Full AI Stack Developer

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PROFILE

AI and automation engineer who builds AI agents, data pipelines and full-stack applications with backend and database. Founder of Intellia AI, delivering WhatsApp AI agents and web scraping systems to clients in Mexico and the US. Background in digital marketing, which lets me design technology around business outcomes: more leads, more revenue and less manual work. Currently pursuing a degree in Data Science Engineering.

KEY ACHIEVEMENTS

- Increased website conversion rate from 0.70% to 2.80%, tripling monthly revenue (+$70K MXN/month) for a cosmetics brand
- Built an automated lead-generation pipeline producing 30+ qualified leads per day (n8n, Apify, Supabase)
- Designed a sales funnel that sold 20+ consulting packages per month for an accounting firm

EDUCATION

UNITEC, Puebla **2023 – Present**
Data Science Engineering

Prepa Inter (Universidad Interamericana), Puebla **2019 – 2022**
Technical High School Diploma in Mechatronics

WORK EXPERIENCE

Intellia AI (remote / hybrid, Mexico) **May 2025 – Present**
Founder / AI Automation Engineer

- Founded an AI automation business delivering AI agents, web scraping systems and workflow automation for clients
- Client All Care All Day (US): deployed a WhatsApp AI agent with semantic memory (OpenAI, Qdrant, PostgreSQL) that answers team questions and sends daily AI summaries and reminders
- Built a data pipeline consolidating reservations from Airbnb, Hospitable, Google Calendar and Breezeway

Freelance (remote) **Jun 2023 – Present**
Independent Web Developer & AI Automation Specialist

- Design and build websites and landing pages for small businesses (e.g., HM Polarizado Puebla, Coiffeur's)
- Build AI agents and workflow automations (n8n, Make, Zapier) and integrate business apps
- Manage email campaigns and Meta/Google Ads accounts for clients

Ciudad Maderas (Puebla) **Oct 2024 – Aug 2025**
Full Stack Developer / Lead Generation

- Built an internal app that collects lead lists (names, phones, Facebook pages, emails) for the sales team
- Ran targeted Meta Ads campaigns and produced AI-generated video creatives

Corazón de Cacao (remote) **Mar 2024 – 2025**
Marketing Coordinator

- Optimized the e-commerce website for conversion, raising conversion rate from 0.70% to 2.80% (+$70K MXN/month)
- Created 10+ automated email flows to recover lost sales

DCR Contadores (remote) **Aug 2023 – Mar 2024**
AI Automations & Ads Coordinator

- Implemented a Meta Ads → landing page → email sequence funnel that sold 20+ consulting packages per month
- Implemented additional automations to streamline client follow-up and internal workflows

PROJECTS

Robotina — AI WhatsApp Agent **n8n · OpenAI · Qdrant**

- Stores every group message in PostgreSQL, answers questions with semantic search and generates a daily summary at 9 PM

Lead Generation Pipeline **n8n · Apify · Resend · Supabase**

- Google Maps scraping → enrichment → personalized email outreach with follow-ups and open/click tracking

HR Analytics Dashboard **Python · BigQuery · Streamlit**

- Attrition analysis of 1,470 employees with SQL validation in BigQuery and an interactive dashboard for managers

True Wallet — Personal Finance Platform **Next.js · Supabase · Vercel**

- Web platform for personal money management with backend, authentication and database; now launching to production

SKILLS

Programming Languages: JavaScript, Java, Python, SQL
AI & Agents: OpenAI API, Gemini, Qdrant, Embeddings, RAG, Claude Code
Automation: n8n, Make, Zapier, Apify, Evolution API, Resend, REST APIs, Webhooks
Data & BI: PostgreSQL, Supabase, BigQuery, Power BI, Looker Studio, Jupyter, pandas, NumPy, Streamlit
Web & Apps: Next.js, React, Node.js, FastAPI/Flask, Vercel, Docker, Git
Marketing & Growth: Meta Ads, Google Ads, GA4, GTM, Klaviyo, HubSpot
Languages: Spanish (native), English (B2+), Italian (A1)

CERTIFICATIONS & TRAINING

- AI Automation & Agents Program — Rain Makers
- Python Course — Lucas Dalto
- Facebook Ads Certificate