

# VICTOR ESPINOZA

Software Engineer · Business Systems Builder · Operator, Marketer & Founder

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San José, Costa Rica (UTC-6) · Remote · Native English & Spanish

## SUMMARY

Twelve years across software, business systems, marketing and hands-on operations. Today: lead software engineer and marketing manager for a US-facing online gaming operator, building its marketing and messaging platform, a white-label multi-tenant SaaS on top of it, AI voice and chat agents, an affiliate portal, a payment hub and the call-center integrations. From 2024 to 2026, head of technology and operations for an impact incubator, running ~22 production Odoo instances and 40+ custom modules for eight companies. Freelance Odoo developer since 2019 and a former CTO. Also an operator and founder: co-founded and sold a boutique hotel, ran a retreat center, and runs the systems and marketing of three small businesses owned or co-owned, from point of sale to Instagram reels. Works AI-first, with Claude Code multi-agent workflows and tests as the release gate.

## CAREER AT A GLANCE

|                |                                                       |                                                                  |
|----------------|-------------------------------------------------------|------------------------------------------------------------------|
| 2024 – present | <b>Lead Software Engineer &amp; Marketing Manager</b> | US-facing online gaming operator (contract) · remote             |
| 2024 – 2026    | <b>Head of Technology &amp; Operations</b>            | Momentum Incubadora de Impacto SRL · San José                    |
| 2019 – present | <b>Freelance Odoo Developer &amp; Consultant</b>      | Multiple clients · Odoo 13 → 19                                  |
| 2026 – present | <b>Founder &amp; Engineer</b>                         | Lapa Concierge (tourism concierge and rentals app, Nosara)       |
| 2025 – present | <b>Co-Founder, Technology</b>                         | iPan.cr (artisan bakery, San José)                               |
| 2024 – present | <b>Co-Founder, Marketing &amp; Systems</b>            | La Caliente (family hot-dog business, San José)                  |
| 2023 – present | <b>Founder</b>                                        | Ottoya.cr (convenience store and marketplace, downtown San José) |
| 2022 – 2024    | <b>Co-Founder &amp; General Manager</b>               | Hotel Alma de Luna · Orosi, Cartago (sold 2024)                  |
| 2020 – 2023    | <b>Chief Technology Officer</b>                       | Puerto Rico's Finest (wellness manufacturer and retailer)        |
| 2018 – 2020    | <b>General Manager</b>                                | Costa Rica Yoga Spa · Nosara, Guanacaste                         |
| 2016 – 2018    | <b>Head of Marketing (from Graphic Designer)</b>      | Total Software Solutions S.R.L. · Heredia                        |
| 2015 – 2016    | <b>Web Developer</b>                                  | Mega Speed Corp. · Manitoba, Canada (remote)                     |
| 2014 – 2015    | <b>Customer Service Representative</b>                | Amazon · San José                                                |

## SKILLS

|                               |                                                                                                                                                                                                                    |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Languages:</b>             | JavaScript / TypeScript (Node 22), Python, SQL, Kotlin, PHP, Solidity, Bash, HTML / CSS                                                                                                                            |
| <b>Backend &amp; web:</b>     | Node.js (Express), REST and HMAC webhooks, WebSockets, SSE; React 18/19, Next.js, Vite, Astro, Tailwind; React Native / Expo; Electron; CakePHP                                                                    |
| <b>ERP / Odoo:</b>            | Odoo 13–19, functional and technical: all standard apps (Sales, Purchase, Inventory, Accounting, Manufacturing, POS, CRM, Helpdesk, Website); 40+ custom modules; migrations; portal, QWeb, OWL, payment providers |
| <b>Data:</b>                  | PostgreSQL, SQLite, MySQL, MongoDB, Redis, ChromaDB; ETL, scraping and ingestion pipelines, reporting                                                                                                              |
| <b>AI:</b>                    | Claude API and Claude Code multi-agent workflows, OpenAI, Gemini / Veo / Lyria, xAI Grok; tool-calling agents, RAG, voice agents (Retell, LiveKit), whisper.cpp; AI image, video and audio generation              |
| <b>Infrastructure:</b>        | Docker, nginx, Caddy, systemd, DigitalOcean, Cloudflare (Workers, R2, DNS), Tailscale, NFS, GitHub Actions, Let's Encrypt; zero-downtime deploys, backups and restore drills; data-center migration                |
| <b>Messaging &amp; voice:</b> | Telnyx, Bandwidth, SIP / Asterisk PBX, Android SMS gateways, WhatsApp (Baileys, Cloud API), Telegram; Postfix, Dovecot, SPF / DKIM / DMARC, deliverability                                                         |
| <b>Payments &amp; web3:</b>   | TiloPay, BTCPay Lightning, Confirмо; Apple / Google Wallet passes (APNs); Solidity, Hardhat, OpenZeppelin, Avalanche, ethers.js                                                                                    |
| <b>Security:</b>              | RBAC, TOTP, JWT, HMAC, KYC / KYB, e-signature audit trails, consent ledgers (TCPA), access-control audits, incident response                                                                                       |

|                   |                                                                                                                                                                                                         |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Marketing:</b> | Campaign operations (SMS, voice, email), lifecycle journeys, A/B testing, landing pages, social media content calendars, brand systems, client reporting, market and user-behavior research             |
| <b>Creative:</b>  | Graphic design background; carousel and label pipelines (Pillow, SVG, Playwright to PDF), video editing and subtitling (ffmpeg, whisper), code-rendered motion graphics, photo and video direction      |
| <b>Business:</b>  | P&L ownership, budgeting, staffing (up to 18 people), vendor negotiation, revenue management, hospitality operations, renovations and compliance, investor materials, invoicing and bookkeeping reports |

## EXPERIENCE

**Lead Software Engineer & Marketing Manager** · US-facing online gaming operator Mar 2024 – Present · Remote (contract)

*Casino and sportsbook brands. Engineering for the operator and its platform vendor, plus marketing operations. Main engineer on the in-house platform since August 2026.*

**Lion Reach — multi-channel player marketing platform** · Node 22, Express, SQLite, systemd, Caddy

- Took a 71-test prototype to production in five weeks: SMS, voice, email and WhatsApp campaigns, a journey engine, a two-way inbox, AI personas and click-to-call. The result was 227 commits and 1,040 passing tests, with zero-downtime deploys through systemd socket activation.
- Built compliance into the send path: a hash-chained consent ledger, TCPA quiet hours in each recipient's time zone, STOP handling, department RBAC, TOTP and SSRF guards. Closed 16 access-control gaps. Improvement programs shipped 935 platform items and 939 UI/UX items.

**Digital Reach — white-label multi-tenant SaaS**

- Eight instances run from one code base. Each client has its own domain, branding, phone lines, SMS bridge and branded Android app, and a provisioning script sets up new ones. Also found and fixed a cross-tenant leak.

**AI voice and chat agents** · Retell AI, SIP, Telnyx, LiveKit, xAI Grok

- Outbound AI phone hosts for two brands, with a SIP bridge, custom tools, HMAC-signed webhooks and live transfer to a human. They made 1,295 calls in the first week, and 20% reached a live person. The model was chosen on measured latency (0.8 s vs 1.2 s) and the script on a 1,000-call A/B test. A self-hosted LiveKit / faster-whisper stack was built, benchmarked and shelved.
- Chat Persona: a live-chat widget plus a Grok agent with LiveChat feature parity (queue, takeover, CSAT, reports; ~7.5k lines), live on two casino sites.

**Telephony, SMS and email**

- Extended the operator's CakePHP / MySQL voice platform with a Telnyx TeXML call layer across six releases, and set up DID pools. Connected the Asterisk-based call center to the back office: screen-pop, click-to-call and a live queue over SSE (124 tests).
- A Kotlin Android agent turns a fleet of ~13 phones into an SMS gateway (382 bridge tests). A Cloudflare Workers SMTP relay with a hand-written DKIM signer scored 10/10 on mail-tester and runs the player lifecycle journeys.

**Lion Command, Lion Affiliates, Lion Pay and vendor back office**

- Lion Command: back-office RBAC across 27 modules and a WhatsApp/SMS inbox.
- Lion Affiliates: an affiliate portal (Next.js / TypeScript) on its own auth service (scrypt, JWT with rotation) and a wallet-API adapter, serving ~98 agents and ~12k players.
- Lion Pay: a payment-intent state machine, an append-only ledger and reconciliation (178 tests).
- Vendor back office: accounting and communication modules for the vendor's Next.js 16 back office, delivered through PR review.

**Casino lobby, web and infrastructure**

- Shipped the lobby redesign as a runtime React bundle. Its pipeline generated 4,300+ tiles, 160 AI covers and 101 Veo clips, and ranked the shelves from 1.33M graded wagers; the Cloudflare edge cut tile load time from 0.63 s to 0.17 s. Also built the Regal Casino site, 5 VIP-club sites, 15 SMS landers and a Marketing Hub front end.
- Migrated production from New York to Amsterdam, and moved DNS, backups and keys from personal accounts to company ownership, with restore drills.

**Marketing, analysis and business operations**

- Voice-blast campaigns for a client brand (one night: 1,118 dialed, 839 answered) with PDF / XLSX client reports. An AI voice-drop campaign made 1,569 calls and reached 271 live conversations. Fixed a ~60% SMS send-failure rate. Also ran the lifecycle email journeys and the landing pages.

- Analysis and research:
  - Mined 14,548 chats (112,818 messages) for AI persona rules.
  - Transcribed PBX calls (whisper.cpp + VAD) for QA.
  - Wrote a CS chat performance report and a PBX vendor study.
  - Mapped 398 vendor API operations.
  - Built a document hub over 6,527 files, with player PII kept out of the index.
- Runs the contracting company's own paperwork: an invoice generator and weekly finance ledgers produced as PDF, plus agent training guides (a 15-page WhatsApp sales guide, an SMS inbox guide).

## **Head of Technology & Operations** · Momentum Incubadora de Impacto SRL

Dec 2024 – Aug 2026 · San José

*Impact incubator providing funding access and operational infrastructure to early-stage Costa Rican companies. Owned technology for the incubator and eight portfolio companies; team of five.*

### **atlas — multi-tenant Odoo 19 platform** · Docker, nginx, NFS, remote PostgreSQL

- Ran ~22 Odoo containers from one custom image, with 41 databases on a remote PostgreSQL server. Moved 14 sites to a new domain with zero downtime. Rebuilt SSL renewal (42 kept, 29 retired, daily monitor). Found scheduled jobs silently dead on 17 of 21 instances, traced the cause into Odoo's server code and fixed it. Restricted operator accounts to specific services.

### **Custom Odoo modules (40+) and client work**

- Custom modules:
  - Costa Rican corporate registry (22 models).
  - Portal appointments with video capture.
  - Portal helpdesk (49 tests, brief to production in two days).
  - Commission pricing.
  - Payment auto-reconciliation.
  - Marketing hub.
  - Portal chat.
  - WhatsApp Cloud API.
  - Clinic records with SOAP notes and a patient portal.
  - Vehicle and equipment rentals with website booking.
  - Hotel booking.
  - Delivery.
  - Exchange-rate automation.
  - Bilingual legal pages with branded PDFs.
- Client tickets: multi-website set-ups; an online-course launch (USD store, tax-included VAT, dated pricelists, access automation; 17/17 checks); new instances; user manuals for appointments, invoicing, company management, marketing, electronic invoicing and payment confirmation.

### **AI, legal data and fintech** · Claude API, ChromaDB, Ollama, Solidity, Hardhat

- Atlas: a Claude bot in Odoo's chat that calls ORM tools, with ~24 REST endpoints for the mobile app, plus web chat assistants.
- LegalAI: a resumable scraper that collected 80,907 Costa Rican legal texts (63,753 in force), with RAG Q&A on top.
- Semilla:
  - A KYC/KYB portal with beneficial-owner trees.
  - Invitation-only onboarding.
  - A Telegram membership bot.
  - SEMEscrow and SEMPAYMENT contracts on Avalanche mainnet (26 + 14 tests).
  - DEX front ends.
  - BTCPay Lightning and crypto payment providers.

### **Infrastructure, apps and marketing**

- Infrastructure: self-hosted mail (Postfix, Dovecot, OpenDKIM; fixed an MTU black hole). Nextcloud for 24 users, plus a 15-page storage reorganization plan for the incubator and its portfolio.
- Apps: an Expo internal app with an Electron desktop build, and an Expo app for a client.
- Websites and marketing: the new momentum.cr site (Vite, React 19); a Spanish localization of a 127-page e-commerce site; the "5 señales" campaign (8-slide carousel plus a 40-second narrated video, rendered from code with AI voice and music).

**Freelance Odoo Developer & Consultant** · Multiple clients

2019 – Present · Remote

- Implementations, configuration of the standard apps, custom modules, integrations and version migrations (Odoo 13 → 19) for clients across industries.
- Aurelia.cr (jewelry e-commerce, Odoo 19):
  - An Excel importer that maps embedded images to rows.
  - 7,451 products loaded and 7,000 published.
  - Names and descriptions generated for 7,387 products with the Claude batch API.
  - Mail server set-up.
  - Contained a crypto-miner intrusion within minutes, with no data loss.

**Founder & Engineer** · Lapa Concierge

Sep 2026 – Present

- Tourism concierge and rentals app for Nosara. An Odoo 19 backend (5 modules, 101 tests) with a mobile API, Google / Apple sign-in, row-locked bookings and TiloPay payments. An Expo SDK 57 app and a bilingual Next.js site (www.lapa.hola.cr). CI with a rehearsal deploy, auto-rollback releases and encrypted backups. An external security review found 0 critical or high issues.

**Founder** · Ottoya.cr

Dec 2023 – Present · Downtown San José

- Convenience store with 4 employees. Built the business end to end: point of sale and inventory on Odoo, hiring, staffing and daily operations.
- An Expo commerce app (25 screens): multi-store cart, TiloPay card checkout, Lightning payments, subscriptions and map-based delivery.
- An investment-compliance flow: native e-signature, KYC/KYB and an investment-contract workflow. Also an investor site in React / Vite, in Spanish, English and French.

**Co-Founder, Marketing & Systems** · La Caliente

Sep 2024 – Present · San José

- Systems: a live Odoo 17 → 19 migration (4 POS registers, 838 customers, 814 loyalty cards). Apple and Google Wallet loyalty passes with live updates. The website lalcaliente.co.cr (Astro + React). A POS combo module.
- Marketing and content:
  - Runs Instagram: carousel campaigns built with a code-based typesetting pipeline, and seasonal menu campaigns.
  - Short-form video: interview-based ads, a national-holiday series shot in traditional costume, edited, subtitled and cut into a clip series, and animated hooks.
  - Packaging label for a packaged sausage going into supermarkets.

**Co-Founder, Technology** · iPan.cr

Jul 2025 – Present · San José

- Artisan bakery founded with four partners. Owns the technology and the digital presence: point of sale, inventory, and the Odoo website with an online shop.
- Content:
  - 24 finished interview reels (person matting, reframing, subtitles, hooks, logo end cards) with a 24-day publishing plan.
  - Product and lifestyle carousels.
  - Print-ready product labels generated from code.

**Co-Founder & General Manager** · Hotel Alma de Luna

Dec 2022 – Dec 2024 · Orosi, Cartago

- Co-founded a boutique hotel and took it from pre-opening through full operation to a completed sale in December 2024, realizing partner equity.
- Full P&L responsibility: budgeting, staffing, vendor negotiation and revenue management. Selected and implemented the operations and booking technology.

**Chief Technology Officer** · Puerto Rico's Finest

Apr 2020 – Jul 2023 · Costa Rica

- CBD, CBG and CBN wellness manufacturer and retailer. On the executive team, owned technology strategy and execution across e-commerce, manufacturing, marketing and events.
- Built the core platform on Odoo and Shopify, connecting the storefront, inventory, manufacturing and fulfillment, and automated production tracking. These systems supported ~\$250,000 a year in revenue at a \$20 average order value, with 50,000+ cumulative orders.

**General Manager** · Costa Rica Yoga Spa

Jun 2018 – Jun 2020 · Nosara, Guanacaste

- Retreat center and boutique hotel. Directed 14–18 staff across seven departments: front desk, maintenance, accounting, restaurant, housekeeping, events and marketing.

- Held budget and P&L accountability, including sales and margin monitoring, and ran a weekly operating cadence. Developed and executed the marketing strategy, and managed renovations, capital projects and health-and-safety compliance.

**Head of Marketing** · Total Software Solutions S.R.L.

May 2016 – May 2018 · Heredia

- Promoted from graphic designer and marketing planner to department head within the first year. Managed a cross-functional team of six across marketing, graphic design, technology and web development.
- Drove campaigns that generated up to \$1.2M over a six-month period, with decisions grounded in A/B testing, market research and user-behavior analysis.

**Web Developer** · Mega Speed Corp.

Apr 2015 – Apr 2016 · Manitoba, Canada (remote)

- Manufacturer of high-speed and slow-motion camera systems. Built two company websites and their design assets. Configured a private cloud server for confidential company information and an independent web server.

**Customer Service Representative** · Amazon

May 2014 – Apr 2015 · San José

- Sustained 90–100% attainment against customer-care quality metrics.

**EDUCATION & LANGUAGES**

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University of Costa Rica (UCR): Applied Statistics, two years of coursework · Ministerio de Educación Pública (MEP): Técnico Medio, Diseño Publicitario (advertising design)

English: native · Spanish: native