

MARCELO SANTAMARIA

Platform & Cloud Architect

Engineering Platforms • Distributed Systems • Cloud Architecture • Software Engineering • Technical Leadership

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EXECUTIVE PROFILE

I build engineering platforms that allow software teams to move faster with confidence.

Throughout my career I have worked where software engineering, cloud architecture, infrastructure, and production operations intersect, helping organizations modernize complex systems, simplify engineering workflows, and improve operational reliability.

My experience extends far beyond traditional DevOps. I design platforms, modernize architectures, automate infrastructure, solve difficult production problems, and help engineering teams deliver software more efficiently.

I enjoy environments where there is ambiguity, technical debt, or architectural complexity, because those are usually opportunities to simplify systems and create long-term engineering value.

I lead through architecture and hands-on execution, not people management — staying close to code, infrastructure, and production systems while guiding the engineers around me.

Today I combine software engineering, cloud architecture, and platform engineering into a practical approach focused on one objective: build platforms that developers trust, operators enjoy running, and businesses can confidently grow on. I treat AI as an accelerator for that work — not a replacement for engineering judgment.

WHAT DEFINES MY WORK

Instead of specializing in a single technology, I specialize in understanding complete systems — working comfortably across:

- Software Engineering & Backend Development
- Cloud Platforms & Distributed Systems
- Platform Engineering & Kubernetes
- Infrastructure Automation & Reliability
- Technical Leadership

SELECTED ENGINEERING IMPACT

Platform Modernization

Modernized cloud platforms by replacing manual operational processes with repeatable engineering practices, Infrastructure as Code, and deployment automation.

Cloud Architecture

Designed production-ready cloud environments emphasizing scalability, maintainability, resilience, and operational simplicity.

Engineering Enablement

Created platforms and engineering workflows that reduce friction for software teams, allowing developers to focus on delivering product value instead of infrastructure management.

Production Reliability

Led technical investigation and resolution of complex production incidents involving distributed systems, cloud infrastructure, networking, and application architecture, improving long-term platform stability.

Software Architecture

Worked across backend engineering, APIs, and cloud-native applications, connecting software architecture with infrastructure decisions instead of treating them as separate domains.

PROFESSIONAL EXPERIENCE

Platform & Cloud Architect — TicketSocket (contracted through Halo Media)

October 2022 – Present

TicketSocket operates a multi-tenant SaaS platform supporting high-demand ticketing operations and continuous software delivery. As part of the engineering organization, my work focuses on evolving the platform rather than simply operating infrastructure.

- Architect and evolve a multi-tenant AWS EKS platform running 500+ Kubernetes deployments across 3 availability zones, supporting hundreds of production workloads with event-driven autoscaling via KEDA.
- Design and operate cloud-native data and messaging infrastructure — Aurora Serverless v2 (MySQL and PostgreSQL) and Kafka/MSK — underpinning a distributed, multi-tenant SaaS architecture.
- Identified and resolved cluster-wide resource quota overcommit, right-sizing capacity allocation across 100+ namespaces to improve reliability and cost efficiency.
- Lead technical investigation and resolution of complex production incidents across distributed systems, databases, networking, and cloud infrastructure, driving long-term architectural fixes instead of temporary patches.
- Architect solutions hands-on while providing technical leadership and mentorship for a team of 3 DevOps engineers, influencing architectural decisions and establishing engineering standards.
- Use AI-assisted engineering (GitHub Copilot, ChatGPT) to accelerate troubleshooting and documentation, while keeping engineering judgment and final review with me.

Senior Software Designer | Cloud & IoT Architect — Globant (Argentina/Uruguay)

December 2016 – October 2022

Worked with international organizations building enterprise software, Industrial IoT platforms, and cloud-native architectures — designing complete solutions that integrate software engineering, cloud infrastructure, and connected devices, rather than focusing on individual technologies.

- Designed and implemented a RESTful API for an e-commerce platform, increasing transactional throughput by 15%.
- Designed a smart-city IoT platform using edge computing for real-time monitoring of traffic lights, waste management, and environmental sensors.
- Designed and built, hands-on, an IoT device management system giving centralized control over 50,000+ connected devices across multiple locations — guiding a team of 2 engineers through implementation and improving uptime and operational efficiency.
- Implemented IoT security frameworks — end-to-end encryption, device authentication, secure boot — and real-time data pipelines using Kafka, AWS IoT Core, and AWS Lambda.
- Worked across AWS and Azure cloud environments, participating in architecture reviews and technical decision-making for enterprise software delivery.

Senior Software Engineer — Zennovia, Argentina

April 2015 – November 2016

Built backend applications for high-traffic systems while improving software quality, architecture, and deployment automation.

EARLIER EXPERIENCE

Earlier roles across software development, systems administration, and infrastructure engineering provided the technical foundation that later evolved into platform engineering and cloud architecture.

ENGINEERING APPROACH

My engineering philosophy is based on a few simple ideas.

- Technology should reduce complexity rather than create it.
- Platforms should enable developers instead of slowing them down.
- Good architecture balances technical excellence with business value.

TECHNOLOGY EXPERIENCE

Cloud: AWS, Azure

Containers: Kubernetes (Amazon EKS), Docker, OpenShift

Infrastructure as Code: Terraform, CloudFormation, Ansible

Programming: Node.js, TypeScript, JavaScript, Python, Java, PHP, SQL

Databases: PostgreSQL, Aurora, MySQL, MongoDB, Redis

Messaging: Kafka / Amazon MSK

CI/CD: GitHub Actions, GitHub, GitLab CI, Jenkins

Observability: Prometheus, Grafana, ELK, CloudWatch

EDUCATION

Systems Engineering — UTN Argentina

Senior Programmer — Image Campus

PROFESSIONAL BRAND

I believe engineering value comes from understanding systems as a whole — software, infrastructure, operations, and business requirements — and I build platforms that reflect that: simpler, more reliable, and easier for teams to build on with confidence.