SocialSphereMX

Source: Engagement · **Status:** In production · **Period:** 2024-03 (active)

Engagement product for creators and agencies: directory + profiles, magic-link auth, agency dashboard, social-media designer, marketplace and analytics modules, all built on a hardened VPS substrate.

The challenge

Creators and small agencies in Mexico were stitching together three or four SaaS tools to publish, measure, and monetize — and each tool took its own cut of margin plus its own data silo. The customer paid for the integration, not for the value.

My role

I designed and shipped the backend, the directory and profiles module, the agency dashboard with magic-link auth, the social-media designer, the marketplace, and the analytics module — alongside the VPS substrate that holds the whole stack together.

What changed

Modules in production

Baseline: 0

15 (blog CMS, agency dashboard, directory, analytics, custom domains, shop, payments, page builder, forum, AI agents, social designer, media editor, CRM, academy, calls)

Auth attack surface

Baseline: Passwords + reset flows

Magic-link only, no password DB

Third-party SaaS dependencies for substrate

Baseline: Unknown — varies by creator

One (email), self-hosted Stalwart

Stack

Next.js 16 | Prisma | SQLite | TypeScript | Tailwind | Better SQLite3 | ioredis