

ALEX TORO

San Diego, CA | ardetoro@yahoo.com | info@alexandertoro.com | 415.324.0582

Summary of Qualifications & IT Skills

Certified systems and computer engineer. Proficient and creative WordPress developer with a strong history in website management and development. Experienced in SEO. Expert in all aspects of WordPress website creation, including design, plug-ins, and implementation. Skilled in creating engaging and interactive websites. Excel at team projects and leadership. Detail-oriented and knowledgeable in various programming languages. Experienced in working on projects at every stage, from idea to development to delivery.

- Solid background in managing interactive elements of websites to create a fulfilling user experience based upon client guidelines.
- Superior skills in working with a team to create websites that will exceed customer expectations.
- Ability to work well under pressure to meet hard deadlines and stay within budget while still being able to provide clients with exactly what they want.
- Committed to providing secure websites that use the latest methods to protect against all types of threats.
- Excellent problem-solver, with solid teamwork, communication, and trouble-shooting skills.

Skills: HTML, CSS, Java, WordPress, MySQL, Access, Linux, Windows, UML, CMS, CorelDraw, Adobe

Professional Experience

Next Level Web, Vista, CA

October 2019 – Present

WordPress Developer

- Build websites using WordPress. Page builders: Brizy, Elementor, Divi, Trive & Zion.
- Development expertise with custom post types, custom fields, plugins, and themes for high-traffic Wordpress sites. Customize WordPress themes to meet clients' requirements.
- Write coding using HTML and CSS.
- Design new features for existing websites, analyzed existing websites and provided improvement recommendations and enhancements.
- Work efficiently to complete small edits requested by customers, develop plans for completing larger projects, collaborate with colleagues, and suggest new solutions to improve existing websites

I PROGRESSIVEWEB, San Diego, CA & Armenia, Colombia

January 2014 – September 2019 *Web*

Development Project Manager

- Lead architect responsible for evaluating customer requirements and developing total system solutions for clients.
- Build websites using WordPress.
- Write coding using HTML and CSS.
- Manage a cross-functional team of web developers in two countries, including bilingual communication to both customers and employees.
- Customize WordPress themes to meet clients' requirements.
- Design new features for existing websites.
- Responsible for overseeing all Search Engine Optimization (SEO).

CEOMARKETING, Armenia, Colombia

February 2013 - December 2013

WEB Project Manager

- Build websites using WordPress.
- Responsible for planning, designing, and building web solutions for clients throughout Latin America.
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- Led web development team and managed all Search Engine Optimization (SEO).
- Analyzed existing workflows and processes and provided improvement recommendations and enhancements.
- Tracked performance metrics to provide strategic insights around user interaction.
- Built Digital Marketing Campaigns to optimize organic search and client click-through.

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VISUAL AGENCIA, Armenia, Colombia

July 2011 - January 2013

Systems Support Manager

- Planned and engineered system infrastructure, including design and implementation of IT solutions, hardware and software. Monitored and maintained performance of system platforms.
- Performed daily server functions (back-up, recovery, disk space management, configuration, and installation).
- Managed all backup support for the Senior System Administrator and the Help Desk Manager.
- Provided patch management and service pack installation for all computer equipment.

EPMSCC, Calarcá, Colombia

September 2010 – May 2011

Systems Engineer Intern

- Coordinated research and development of programming languages and software packages.
- Identified, designed, and developed a System Information Platform to radically improve system efficiency and performance.
- Prepared and taught office automation classes, with regularly held lab sessions.

Calarcá City Hall, Calarcá, Colombia

January 2009 – August 2010

Systems and Computation Administrator

- Implemented and maintained all networking software and communications hardware in the city hall office.

Education

University of Quindío, Colombia

August 2004 – July 2010

Computer and System Engineer

- Emphasis on network security, operating systems, and IT infrastructure services.
- Awarded Assistant Professorship of Discrete Mathematics

National Service of Learning / Servicio Nacional de Aprendizaje (SENA)

December 2007

Customer Service Certificate Program (20 hours)

- Coursework focusing on "best practices" in service delivery with focus on exceeding customer expectations.

Academy of Computable Systems / Academia de sistemas computables (ASICO)

November 2001

Certification in Photoshop, Corel Draw, Page Maker (60 hours)

Digiplot

January 2000 – July 2001

- Graphic Design and Advertising