ALEX TORO

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

Summary of Qualifications & IT Skills

As a certified systems and computer engineer, I bring proficiency and creativity to the world of WordPress development. With a rich history in website management and development, I've honed my expertise in SEO and all facets of WordPress website creation, from design to plug-in implementation. My skill set includes crafting engaging, interactive websites, and I excel both as a team player and a leader. Known for my keen attention to detail, I have hands-on experience in project management, from concept to development through to successful delivery.

- Experienced in enhancing website interactivity to create a satisfying user experience aligned with client requirements.
- Strong team collaboration skills to develop websites that consistently surpass customer expectations.
- Adaptable under pressure, adept at meeting tight deadlines, and managing budgets while delivering clients' precise needs.
- Devoted to ensuring website security through cutting-edge protection measures against various threats.
- Exceptional problem-solving abilities, coupled with effective teamwork, communication, and troubleshooting 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
- Proficient in WordPress website development, utilizing a variety of page builders, including Brizy, Elementor, Bricks, Divi, Trive, Zion, Visual Composer, and WP Bakery for versatile and customized design solutions.
- Proficient in WordPress with a strong focus on creating custom post types, custom fields, plugins, and themes to optimize high-traffic WordPress sites.
- Skilled in tailoring WordPress themes to align with client specifications and experienced in seamless e-commerce integration using WooCommerce.
- Proficient in writing clean and efficient code with HTML and CSS.
- Design and implement innovative features for existing websites while providing comprehensive analysis and recommendations for improvement.
- Efficiently handle edits requested by clients, develop project plans, collaborate effectively with colleagues, and proactively suggest creative solutions to enhance existing websites.
- Skilled in Shopify website management, capable of creating and modifying pages to enhance e-commerce functionality and user experience.

IPROGRESSIVEWEB, San Diego, CA & Armenia, Colombia   **January 2014 – September 2019** *Web Development Project Manage*
- 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
- Responsible for planning, designing, and building web solutions for clients throughout Latin America.

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- Build websites using WordPress.
- 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.

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