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As a constantly evolving Full Stack Developer and IT Leader, my passion lies in collaborating to build robust, efficient, and secure digital solutions, and in sharing acquired knowledge with other talents. I have explored and contributed to the complete web development cycle (from front-end with React/Next.js to back-end with Node.js and databases, complemented by a solid foundation in WordPress and SEO), always seeking to learn and apply new methodologies. Currently, I am immersed in cybersecurity specialization, with the firm purpose of strengthening the resilience and reliability of any organization's digital assets.

PROFESSIONAL EXPERIENCE

Escápate Perú (Hybrid)

Cusco, Perú

IT Area Leader, Full Stack Developer, Community Manager, and IT Support Specialist

June 2023 – Present

- Multi-brand Management and Web Development:
 - Lead the management and development of websites for Escápate Perú, Pasión Andina, Camper Perú, Hotel Andenes del Sol, Capac, and Rutas del Sol, handling continuous optimization, functionality improvements, and creation of new features for each product.
 - Implemented improvements in technical infrastructure, ensuring all sites are scalable, fast, and easy to manage long-term.
- SEO and Web Optimization:
 - Responsible for SEO optimization of all web products, conducting keyword analysis and generating quarterly reports on SEO performance, proposing new strategies to improve search engine positioning.
 - Implemented and maintained practices to improve web performance across all brands, resulting in notable increases in online visibility and organic traffic capture.
 - Led the creation of custom dashboards in tools like Google Analytics and DataDog to analyze key web performance metrics in real-time.
- Digital Marketing and Community Management:
 - Develop and coordinate digital marketing strategies and advertising campaigns for brands, increasing social media interaction and engagement.
 - Responsible for social media management of brands, creating engaging content aligned with each company's values, and measuring campaign impact.
 - Manage email marketing strategy to increase customer loyalty and maintain effective communication.
- Comprehensive IT Support and Infrastructure Management:
 - Supervise support and maintenance of all devices, including laptops, printers, and mobile phones, ensuring all systems operate without interruption and with maximum efficiency.
 - Perform preventive and corrective maintenance of servers, internal networks, and communication systems, guaranteeing operational continuity of all platforms.
 - Implement and manage IT security measures: conducting security audits, periodic updates, and configuring firewalls to protect internal networks and sensitive data.
- Operating Systems and Processes:
 - Responsible for testing and finding solutions with the Toogo system, identifying problems and suggesting improvements to optimize system operability and enhance staff experience.
 - Responsible for implementing new tools and technologies, always seeking to improve internal processes and automate repetitive tasks.

- Prepare technical and operational reports, conducting quarterly system performance analyses and proposing innovative solutions to improve scalability and performance.
- Project Management and Leadership:
 - As IT area manager, lead my department, managing internal projects and ensuring all objectives are met within established deadlines.
 - Coordinate with other departments to ensure technological solutions align with operational and marketing needs.
 - Establish IT area priorities, manage resources, and conduct efficient time and budget management for projects.

LarnU Bootcamp (Remote)

Professor and Full Stack Developer

Santiago de Chile, Chile

July 2022 – February 2023

- Web Technology Development and Teaching:
 - Taught Full Stack web development classes, teaching technologies like React.js, Node.js, JavaScript, and SQL to students, combining theory and practice.
 - Links:
 - https://docs.google.com/spreadsheets/d/1_WnhTtXBewuFDmVteCtXimE3VAN6gJmUkQU6XNNqhI4/edit?gid=541890420#gid=541890420
 - https://docs.google.com/spreadsheets/d/1Rxju7rCbGddf_mfxqzPy59ZcV6LYm0DBvdQ43vXFd_E/edit?gid=541890420#gid=541890420
 - <https://docs.google.com/spreadsheets/d/1XSEO4FdY3pHtRfesXHgrfPrL91ThVjk3fJLA1BFtuoQ/edit?gid=541890420#gid=541890420>
 - Developed practical projects with students, focusing on creating real solutions for real problems, helping students consolidate their technical skills and prepare for industry.
 - Fostered a collaborative learning environment where students shared solutions and best practices, improving group retention and learning.
- Educational Project Optimization:
 - Implemented and maintained internal applications for the bootcamp, creating tools to improve educational management and student collaboration.
 - Developed platforms to monitor student performance and facilitate progress tracking, achieving greater efficiency in project and resource management.
- Educational Project Leadership and Management:
 - Coordinated projects and activities within the bootcamp, working closely with the teaching team to ensure educational objectives were met.
 - Prepared and presented course progress reports, proposing new ways to improve program structure and content delivery.
- LarnU Application Development:
 - Helped provide support and maintenance to LarnU's learning application which improved students' learning experience.

Personal Projects (Freelance and Independent)

Frontend Developer

Cusco, Perú

May 2020 – Present

- Web Page and Application Development and Creation:
 - Design and develop websites and applications using WordPress, React.js, JavaScript, and other Full Stack technologies, ensuring platforms are dynamic, scalable, and optimized.

- Work with clients from various industries to create customized web solutions that improve their online presence and offer exceptional user experiences.
- Digital Marketing and SEO Positioning:
 - Implement digital marketing and SEO optimization strategies, improving companies' online visibility and performance through web positioning techniques and keyword analysis.
 - Manage social media for various companies, creating engaging content aligned with each brand's objectives, achieving increased interaction and audience reach.
- Comprehensive IT Support and Equipment Maintenance:
 - Maintain and manage hardware and software support for small and medium-sized businesses, performing diagnostics and providing technical problem solutions.
 - Perform preventive and corrective maintenance on equipment such as laptops, printers, and mobile devices, ensuring business operational continuity.

Novotel Cusco (On-site)

Front Desk

Cusco, Perú

December 2019 – April 2020

- Ensured exceptional customer service, managing reservations and ensuring guests had a comfortable and satisfactory experience

Condor Travel (On-site)

Operations Supervisor

Cusco, Perú

October 2018 – Sept. 2019

- Coordinated daily agency operations, managing relationships with suppliers and solving problems to ensure customer satisfaction and operational efficiency

LATAM Airlines (On-site)

Passenger Service Agent

Cusco, Perú

July 2016 – January 2018

- Provided personalized attention to passengers, ensuring a comfortable and safe travel experience while working closely with the crew

Princess Cruises (On-site)

Junior Waiter

Cusco, Perú

October 2013 – Sept. 2014

- Provided friendly and efficient service to passengers, gaining intercultural experience while working in global destinations

Taypikala Hotel (On-site)

Front Desk and Reservations Manager

Cusco, Perú

December 2011 – Jan. 2013

- Started as a receptionist, excelling in customer service and reservation management, ensuring a quality experience for guests

- Was promoted to Reservations Manager, where I optimized booking processes and improved coordination with other departments, contributing to increased hotel occupancy.

EDUCACIÓN

UNIVERSIDAD NACIONAL SAN ANTONIO ABAD DEL CUSCO

Bachelor's Degree in Tourism

January 2008 – Oct. 2011

LARNU BOOTCAMP

Full Stack Development Certification

March 2022 – June 2022

ORACLE NEXT EDUCATION

Technical Degree in Backend Development with Java

January 2023 – May 2023

STUDIES IN CYBERSECURITY AND ETHICAL HACKING

Autodidacta y plataformas de aprendizaje como Hack4u, TryHackMe, HackTheBox

January 2025 – Present

ADDITIONAL SKILLS

- Technical Skills
 - Full Stack Web Development: Knowledge in React.js, Node.js, JavaScript, HTML, CSS, PHP, and relational databases (MySQL) and NoSQL (MongoDB)
 - SEO and Digital Marketing: Search engine optimization strategies, keyword analysis, SEO audits, and digital advertising campaign management
 - IT Support: Hardware and software diagnostics and maintenance, internal network management, server configuration, and technical problem resolution in business equipment
 - Cybersecurity (in progress): Learning ethical hacking tools, penetration testing, and basic IT security measures
 - Project Management: Experience in leadership and team coordination in technology and tourism projects, focusing on meeting deadlines and optimizing resources
 - WordPress: Design, customization, and optimization of WordPress websites, integrating plugins and tools to improve functionality and user experience
- Soft Skills
 - Leadership: Ability to coordinate multidisciplinary teams, manage resources, and motivate others to achieve common goals
 - Problem Solving: Analytical approach to identifying challenges and proposing effective solutions in high-pressure environments
 - Effective Communication: Experience in customer service and conveying clear and persuasive ideas to different audiences
 - Teamwork: Ability to collaborate with people of diverse profiles, fostering group cohesion and productivity
 - Adaptability: Ease in learning new technologies and adapting to changing environments, such as the transition from tourism to technology

- Time Management: Organization and prioritization of tasks to ensure deadline compliance in multiple simultaneous projects
- Idioms
 - Spanish: Native
 - English: Advanced (able to communicate in work environments and handle technical documentation)
- Related Interests
 - Cybersecurity and Ethical Hacking: Deepening knowledge and applying security practices in future projects
 - Technological Innovation: Exploration of new tools and technologies to improve processes and create scalable solutions