



# MATIAS CABALLERO

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Argentina, Buenos Aires

## FULL-STACK WEB DEVELOPER & TECH LEAD

### PROFESSIONAL SUMMARY

Full-stack developer with 5+ years of experience building scalable web applications and leading technical teams. Specializing in **React, Next.js, TypeScript, and Node.js**, with a strong focus on performance, UX, and maintainable architecture. Experienced in **digital marketing consulting**, driving growth and revenue for international clients. Passionate about leveraging technology to create user-centric solutions.

### EXPERIENCE

#### UpGrow (Founder & Marketing Consultant) | 08/2023 – Present | Remote

- Technical consulting in digital growth strategies for entrepreneurs and companies.
- Implementation of automated sales funnels and Meta Ads campaigns.
- Leveraging AI-powered automation with N8N to optimize marketing processes.

#### Frelo.dev (Founder & Fullstack Web Developer) | 01/2023 – 02/2024 | Remote

- Developed e-commerce solutions for the tourism sector, integrating payment systems and third-party APIs.
- Optimized performance and UX, ensuring smooth customer experience and increased conversion rates.

#### Konabos (Lead Fullstack Web Developer) | 01/2021 – 12/2022 | Remote

- Led a team of 5 developers in the development of a multi-site platform.
- Designed and maintained technical architecture, ensuring scalability and performance.
- Acted as technical liaison for clients, translating business needs into effective solutions.

#### Matias.dev (Fullstack Developer) | 09/2019 – 03/2021 | Remote

- Developed landing pages, e-commerce platforms, and mobile applications for international clients.
- Integrated CMS solutions and implemented SEO strategies to improve visibility and reach.

### SKILLS

- **Frontend:** React.js, Next.js, TypeScript & TailwindCSS
- **Backend:** Node.js, NestJS, GraphQL, API REST, WebSockets, PostgreSQL, DynamoDB & Supabase
- **State Management & Effects:** Redux, Redux-Toolkit, Redux-Saga, Zustand & React Context
- **DevOps & Tools:** Git, GitHub, Jira, CI/CD, Docker & AWS (S3, Amplify, Elastic, Lambda & API Gateway)
- **Security & Authentication:** CSRF Protection, JWT & Cookie Management
- **Testing:** Cypress & Jest

### KEY ACHIEVEMENTS

- **Technical Leadership & Team Management:** Led teams of up to 5 developers, ensuring code quality and timely project delivery.
- **Client Communication & Business Strategy:** Acted as a technical consultant for international clients, bridging the gap between business and development.
- **Digital Growth & Performance Optimization:** Implemented strategies that led to 100k+ visits/month and €11k in sales for clients.

### LANGUAGES

- Spanish: Native
- English: Advanced