



Armando

Franco-Guevara Aguilar

Web Developer Senior
Front-End Engineer



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STACK

- Linux Server
- CPanel
- Plesk
- MySQL
- CMS|WordPress
- PHP
- Web Architecture
- Version Control | GIT
- HTML
- CSS
- JS
- Mustache
- Bootstrap
- React
- Jekyll

TOOLS

- Visual Studio Code
- Github, Gitlab
- Terminal
- Docker
- Figma
- Affinity

PROFILE

I am a Frontend developer with more than 10 years of experience in web architecture and development of digital products, focused on facilitating and offering smart and innovative solutions that adapt to customer needs.

I am passionate about challenges, finding, proposing solutions, learning every day, researching and trying new paths.

Some projects I've worked with:

ClaroSports, UNO Tv, ISP, Instituto Thomas Jefferson, Escuela Tomás Alva Edison, Gran Hotel de la Ciudad de Mexico, Hoteles Fontan, Hundsport, Ojeda Refrigeracion, SEMOVI Gob Puebla, Llano de La Torre, Wortev Capital, Nutribullet México, Nutrifryer, etc.

EXPERTISE

> Web Operations Leader - AMX Contenido (América Móvil) 2022-2023

Web Architecture for clarosports.com
WordPress Theme and Plugin development
Gutemberg Block development.
UNO Tv Site redesign and Optimization

> Web Development Leader Mexico/Central America - ISP (internationalschoolpartnership.com) 2022

Web Architecture and operation of 7 schools members of ISP located in Mexico and Costa Rica.

> Web / Ecommerce Development - MDR 2021 - 2022

Development and Maintenance of several e-stores
Property of "Marcas de Renombre" like:
Nutribullet Mexico, En un click, Nutrifryer.

Digital Mkt tasks like: Configuration of integration platforms like Zapier or integromat.
SEO – SEM Best practices

Digital Marketing tools like: Search console, Facebook for Woocommerce, Google tag manager, Google Ads, Google Analytics, Yoast, Search console, Merchant center y Mailchimp.

> Webmaster Leader - Elyxir Digital Agencia de Marketing 2020 - 2021

Development Team leader, working for several brands from landing pages to full ecommerce solutions.
Working back to back with marketers and project managers.

> Web Leader - Wortev 2015 - 2020

Wortev is a digital marketing agency that works with PYMEs here in Mexico City. I worked in this agency for 5 years starting as a web developer and in the last 3 years I had the role of main developer and team leader.

Handling over 10 accounts and developing WordPress sites and Woocommerce stores.

The team included IT staff, Graphic Designers and Web Designers. For this role I got a DevOps Certification

EDUCATION

Devops Essentials | React 1-1 Online Cert | E-commerce Architecture Ai San Diego, Ca | Lic. Diseño Gráfico, ULA