# LUIS FERNANDO CUBA RODRIGUEZ

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## EXPERIENCE

**NEORED EMAIL MARKETING – CDMX, MEXICO**

*Full Stack Web Developer* *Jul 2023 – Present*
- Team management and project coordination to meet strict deadlines.
- Successful implementation of projects, improving visibility and functionality for major brands.
- Efficient development of web applications with PHP, JavaScript (ES6+), and ExpressJS.
- Design and development of attractive and functional user interfaces with HTML5, CSS3, and React.js.
- Building robust and scalable applications using Laravel and Node.js.
- Comprehensive analysis of requirements and project design focused on client needs.
- Effective collaboration with teams using Git and version control to maintain code coherence and quality.
- Expert management of Linux servers and Google Cloud to ensure high availability and optimal performance of applications.

**CyS AMD – CDMX, MEXICO**

*Full Stack Web Developer* *Oct 2022 – Jun 2023*
- Experience in requirements analysis and comprehensive web development.
- Implementation of strategic improvements in project planning, increasing operational efficiency by 5%.
- Leadership in initiatives that increased customer satisfaction by 10%.
- Ensuring privacy and confidentiality of information through robust security measures.
- Competent in implementing solutions with PHP.

**BMSA GROUP MX – CDMX, MEXICO**

*Desarrollador Web Fullstack* *Nov 2021 – Oct 2022*
- Solid experience in JavaScript, Bootstrap, PHP, Node.js, ExpressJS, MySQL, and Laravel.
- Excellence in requirements analysis, design, and system architecture.
- Leadership in comprehensive projects from conception to implementation in Linux environments.
- Continuous improvement of development experience and successful project lifecycle management.
- Focus on technical excellence and effective management of multidisciplinary projects and teams.

**DENTAL MURO S.A. DE C.V. – CDMX, MEXICO**

*Systems Administrator* *Feb 2020 – Nov 2021*
- Proficiency in JavaScript, Bootstrap, MaterializeCSS, PHP 7, MySQL, and MVC Model.
- Extensive experience in requirements analysis, design, and comprehensive web development.
- Specialization in web positioning optimization (SEO), management of online stores, and technical support on Linux servers (Ubuntu) and Windows Server 2012.
- Competence in WordPress for website development and customization, integration of payment APIs (Stripe, PayPal, Mercado Pago), and enterprise management systems like Microsip.
- Notable achievements include increasing online reach and presence, boosting profits by 20%, retaining users by 15%, optimizing work times, and fostering growth in website interaction and participation.

## EDUCATION

**UNIVERSIDAD TECNOLOGICA DE NEZAHUALCOYOTL – MEXICO, MEXICO** *Dec 2019*
University Studies in Higher University Technician (TSU) in Computer Systems
Completed credits for the 6 semesters of the program.

## ADDITIONAL

**TECHNICAL**: PHP, JavaScript (ES6+), Node.js, ExpressJS, React.js, Laravel, HTML5, CSS3, MySQL, Bootstrap, MaterializeCSS, WordPress, Microsip, Git, version control, Google Cloud, Linux (Ubuntu), Windows Server 2012, payment APIs (Stripe, PayPal, Mercado Pago), web positioning optimization (SEO), online store management, requirements analysis and design, user-centered design, and usability testing.
**LANGUAGE:** Native Spanish, Conversational English.