# Juan Manuel Toledo

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## PROFILE

**Full-stack web developer** with hands-on experience in **JavaScript, React, Node.js, and MySQL**. Proficient in front-end and back-end development, **WordPress, IT Support**, and **Cybersecurity knowledge.** Driven to deliver user-centered solutions and contribute to business growth with an analytical mindset.

## EXPERIENCE

**Entrepreneur – Tech Hair Salon Business.** Self-employed  2018 - 2024.

- **Developed** and **managed** the digital marketing strategy, **enhancing** the business's online visibility.

- **Created** and **implemented** a comprehensive client and appointment management web system using **React, Node.js, and MySQL**, which **optimized** operational processes.

- **Achieved** a **70% customer retention rate** through personalized services and digital follow-ups.

- **Designed** and **maintained** the business's web infrastructure, ensuring a consistent and functional digital presence.

- **Analyzed** performance metrics to **identify** opportunities for continuous improvement in the digital platform and customer engagement.

## PROJECTS

**Road Safety Education Website for Children** - 2025

- **Developed** an interactive web platform focused on road safety education for kids, **designed to increase safety awareness.** Technologies: Astro, JavaScript, Bootstrap.

**Client Management Web System –** Betelgeuse - 2024

- **Implemented** a web system for managing salon clients and appointments, **improving organizational and operational efficiency.** Technologies: React, Vite, React-Big-Calendar, Bootstrap, Node.js, Express, MySQL Workbench.

**Business Website –** Tekohatech - 2024.

- **Built** a corporate website for a local tech company, **facilitating their online presence and client interaction.** Technologies: JavaScript, HTML, CSS, Astro, Bootstrap Methodology: Scrum – 2 team members.

**Beauty Salon Website –** Betelgeuse - 2024.

Created a **promotional website** for a beauty salon, enhancing its visibility and digital appeal. Technologies: JavaScript, HTML, CSS, Astro, Bootstrap.

**Website Redesign –** Heladería Paliachi - 2024.

**Redesigned** the user interface and user experience (UI/UX), optimizing the performance and SEO of Heladería Paliachi's website. Technologies: **WordPress**.

## EDUCATION

**Technical Degree in Marketing and Advertising.** Instituto INCADE, Posadas, Argentina - 2009-2016.

## CERTIFICATIONS & COURSES

- **Networking Essentials -** Cybersecurity Academy - 22 hrs – 2025.
- **Cybersecurity Essentials** - Cisco Networking Academy - 70 hrs – 2025.
- **Cybersecurity Technician -** Cybersecurity Academy - 14 hrs – 2025.
- **Introduction to Cybersecurity** - Cisco - 6 hrs - 2025.
- **IT Support Fundamentals** - Google - 24 hrs - 2024.
- **Full-Stack Web Programming** - Silicon Misiones - 144 hrs - 2023.
- **English in the IT World -** Polo Tic Misiones - 30 hrs  - 2023.
- **Databases from Scratch** - Polo Tic Misiones - 48 hrs - 2022.
- **Introduction to Programming -** Silicon Misiones - 24 hrs - 2022.

## TECHNICAL SKILLS

- **Front-End:** HTML, CSS, JavaScript, React.js, , Vite, Bootstrap.
- **Back-End:** Node.js, Express.js.
- **Databases:** MySQL (Workbench).
- **Version Control:** Git, GitHub.
- **OS & Virtualization:** Linux, Windows, VirtualBox.

## LANGUAGES

- **Spanish:** Native
- **English:** Intermediate (B1)