

Agustin Alejo Boglione

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With over 5 years of experience as a Software and Web Developer, I am an advanced student in the Bachelor's Degree in Information Systems, currently in my final year, working on a final project focused on innovative strategies for collaborative learning through gamification. Throughout my career, I have participated in numerous projects that have allowed me to develop skills in technologies such as HTML, CSS, JavaScript, PHP, and frameworks like Laravel and Yii.

I have worked as a semi-senior WordPress developer for various companies, covering sectors such as LED screen sales, e-commerce, construction, landing pages for advertising campaigns, marketing agencies, and IT. During this time, I led WordPress optimization projects and executed SEO On-Page strategies, achieving significant improvements in performance and web positioning. Additionally, I have worked on the implementation and optimization of business processes using CRMs like Pipedrive.

In the past year, I have specialized in the field of automation, employing tools like Zapier and Make to create efficient workflows and improve system integration. I have also delved into data analysis, utilizing Python and its libraries, Google Colab, and Power BI, applying my knowledge over the last six months to develop data-driven solutions and effective visualizations.

PROFESSIONAL EXPERIENCE

Techledwall

Workflow Automation - WordPress Developer - IT

Florida, United States

March 2024 – 2025

- Process automation using **Zapier**, reducing manual tasks and improving operational efficiency.
- Implementation of customized integrations in **Pipedrive** to optimize business workflows.
- Creation, maintenance, and customization of websites and functionalities in **WordPress**.
- **Optimization** of page performance, including improvements in speed, **SEO**, and security.
- Migration, configuration, and management of **servers**, ensuring stability and security.
- Implementation of backup and recovery solutions to minimize risks.
- Web performance improvement through speed optimization and **user-centered design**.
- Implementation of **SEO On-Page** strategies to enhance search engine rankings.

GreckoLed, LatinLed y RentalLed

Workflow Automation - WordPress Developer - IT

Brasil, Argentina & United States

July 2024 – 2025

- **Form Optimization** and **Automation**.
- Automation using **Pipedrive** and **Zapier** for optimal lead management.
- Configuration and **Maintenance** of Websites.
- Migration, configuration, and **management** of Servers.
- **Mapping** of Contracted Services.

ITConsulting y Moodwebs

WordPress Developer - IT

Chile & Perú

January 2023 – November 2023

- Design, Customization, and Maintenance of **WordPress websites**, including the creation of pages, posts, and custom functionalities.

- **SEO** tasks using **Semrush**, including Toxic Backlink Analysis and Sitemap management. Contributed to the development of strategies to improve **website rankings**.
- **Development of PHP** software for managing SSH connections, enabling efficient control and management of virtual computers.

Freelancer

WordPress Developer - UX/UI DESIGNER - Software Developer

Argentina
2019 - Present

- Design and development of websites and desktop systems for local and international clients, applying a methodical and user-centered approach. Technologies such as **HTML, CSS, JavaScript, React, PHP (Laravel and Livewire), Java 8, and MySQL** were used to create customized and intuitive solutions.
- Design of experiences and interfaces for websites and applications using methodologies such as **Design Thinking** and **Human-Centered Design**, focusing on creating user-centered solutions. Implemented metrics and KPIs such as **Task Success Rate, Time-on-Task, and WCAG standards** to evaluate and optimize usability and accessibility. Additionally, developed high- and low-fidelity prototypes using tools such as **Figma, Adobe XD, InVision, and Framer**, covering B2C and large-scale multimodal products, ensuring consistent and functional experiences.
- Developed websites in **WordPress** and **WooCommerce**, integrating SEO analysis using **SEMRush** and **Google Search Console**.
- Performed **positioning optimizations** to improve performance and visibility in search engines.

EDUCATION

National University of Santiago del Estero
Bachelor's Degree in Information Systems

Santiago Del Estero, Argentina
May 2016 - Present

National University of Santiago del Estero
Information Systems Analyst

Santiago Del Estero, Argentina
May 2016 - 2023 (FINALIZED)

Learn User Experience Design from A-Z: Adobe XD UI/UX Design

Udemy
February 2023 (FINALIZED)

First steps in the UX design process: Empathize, Define, and Ideate.

Google Coursera
March 2024 (FINALIZED)

Agile Project Management

Google Coursera
April 2024 (FINALIZED)

SEO and Google Ranking Optimization

Udemy - Autodidact
November 2023 - Present

Agile Project Management: Agile, Scrum, Kanban & XP

Udemy
November 2024 - Present

Data Science & Data Analytics

Autodidact
August 2024 - Present

SKILLS

- B1 and B2 English proficiency. Fluent in writing and Intermediate in speaking.
- Experience with **Scrum** and **agile project management**.
- Ability to **independently manage multiple clients, projects, and deadlines**.
- Focus on identifying needs and **creating tailored solutions**.
- Experience collaborating with multidisciplinary teams and presenting technical solutions clearly.
- **Self-directed learner**.
- Application of generative **AI tools** (such as OpenAI API) to develop innovative solutions in automation, UX/UI design, and data analysis.