IVAN BARRIOS

Web Developer | WordPress | SEO, Digital Marketing & Business Development | Technical Problem-Solving & Web Infrastructure

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SUMMARY

I turn complex challenges into smart, scalable digital solutions.

With over 15 years of experience in web development and digital technologies, I specialize in Full-Stack Development, WordPress, web infrastructure, and performance optimization.
My expertise also spans SEO, digital marketing, and business development, combining technical skills with business strategy to create solutions that drive growth and deliver measurable results.
I excel at quickly identifying and solving complex technical problems, adapting to new challenges, and turning ideas into reliable, high-quality digital experiences.

EXPERIENCE

Full-stack Developer

Tetakawi (formerly The Offshore Group)

Aug 2013 - Present

Supported multiple business departments, particularly Business Development and Marketing, by delivering web development, technical support, and digital solutions aligned with business objectives. **Managed approximately six corporate websites simultaneously**, taking ownership of their development, maintenance, performance, and ongoing optimization. Developed campaign landing pages, interactive lead-generation tools, and marketing integrations to support business growth.
Additional responsibilities included web infrastructure management (Google Cloud VM instances, Nginx, Apache, hosting, DNS, and Cloudfare), graphic design, video and animation production, CRM implementation, and email marketing. Worked extensively with WordPress, SEO, Google Tag Manager, Google Search Console, HubSpot, WP Engine, Liquid Web, CodeIgniter, and modern development tools such as Claude Code.

Project Manager (Independent Project)

Dinksys

Oct 2012 - Aug 2013 Hermosillo, Mexico

Founded and managed a web development company, leading a team of five professionals and overseeing digital projects from conception to delivery. Combined technical expertise with project management and business strategy to deliver tailored digital solutions and achieve organizational objectives. Key areas of expertise included Laravel, PHP, web development, hosting and DNS management, technology infrastructure, problem-solving, team leadership, and GitHub.

WebMaster

Lanix

Feb 2011 - Oct 2012 Hermosillo y alrededores, México

Managed and coordinated the company's web systems (3 websites), created websites, evaluated and reviewed websites subject to audits, updated websites and animations, and supported development and graphic design. Skills included problem-solving, Drupal 7, web maintenance, website development, video editing, Adobe Photoshop, illustration, and After Effects.

IT & Business Development Coordinator

Grupo Zarco tecnologias

Jun 2010 - Feb 2011 Hermosillo, Mexico

Managed the company’s messaging platform, overseeing system administration and operations. Handled client acquisition, in-person presentations, and commercial negotiations to expand the platform’s customer base. Skills included sales, negotiation, HTML, CSS, PHP, and customer satisfaction.

FIND ME ONLINE

ivanbarrios.com

https://linkedin.com/in/ivanbariv/

LANGUAGES

Español
Native

Inglés
Advanced

SKILLS

Adobe Creative Suite, Bootstrap, CSS, CSS3, CodeIgniter, Web Development, WordPress Design, Graphic Design, Web Design, Drupal 7, Front-End Design, Project Management, Google Search Console, Google Tag Manager, Software Implementation, HTML, JavaScript, Laravel, MySQL, Next.js, Search Engine Optimization (SEO), PHP, Strategic Planning, PuTTY, Problem Solving, Responsive Design, Visual C#, Cloudflare, jQuery, WP Engine, Hosting & DNS Management, HubSpot, Claude Code, Liquid Web, Virtual Machine (VM) Instances, Nginx, Apache, Git, Node.js, Web Analytics, Visual Basic, n8n, Vercel, API Rest, strapi.

CERTIFICATIONS

Google Analytics Platform Principles
Google Analytics Academy

Microsoft Office 2007 Master certification
Microsoft

Social Media Certified
HubSpot

Content Marketing Certtified
HubSpot

Inbound Certified
HubSpot

Inbound Marketing Certified
HubSpot

Email Marketing Certified
HubSpot

Certificacion de Publicidad en Búsquedas de Google Ads
Google

Google Analytics Individual Qualification
Google

Certified Hubspot CMS Developer
HubSpot

EXPERIENCE

Teacher

Grupo CETEC

Mar 2008 - Jun 2010 Hermosillo, Mexico

Delivered technical training and professional instruction in office productivity applications, graphic design, web design, software development, computer maintenance, and networking. Provided hands-on learning experiences focused on developing practical technical skills and empowering students to effectively use industry-standard tools and technologies.
Courses & Areas of Expertise:
-Office Applications: Microsoft Office Suite and productivity tools.
-Graphic Design: Adobe Photoshop, Illustrator, InDesign, and CorelDRAW.
-Web Design: HTML, CSS, Style Tiles, and Wireframing.
-Software Development: Visual Basic and Visual FoxPro.
-IT Support: Computer maintenance, troubleshooting, and network fundamentals.
Certification: Microsoft Office Master Certification 2007.

EDUCATION

systems engineering, Developer

Instituto tecnológico de Hermosillo

Jan 2005 - Dec 2010

Microcomputer Technician, webmaster technician

CETEC

Jan 2002 - Dec 2005

CERTIFICATIONS

Bruce Clay SEO Training Course
Bruce Clay, Inc.

Growth-Driven Design Certified
HubSpot

Hubspot Marketing Software Certified
HubSpot

TRAINING / COURSES

ClickZ Live Chicago 2014

Clickz Live NewYork 2015

Curso Avanzado de Android Development

MagmaConf 2015

SES San Francisco 2013

PROJECTS

eventodiario.com

Nov 2011 - Nov 2013

eventodiario.com Web List of events, created by the same users who enjoy not routine. It's free and easy to use.
Project manager & Front-End Developer