

MEDARDO TOLEDO (MED TOLEDO)

DIGITAL MARKETING STRATEGIST & GENERATIVE AI SPECIALIST

Phone: +52 446 169 1222 | Email: hola@medtoledo.com | Web: www.medtoledo.com

Location: Mexico (Global Remote) | Languages: Spanish (Native), English (Bilingual)

PROFESSIONAL SUMMARY

Consultant with 28+ years of experience leading digital marketing strategies and corporate positioning, today focused on revolutionizing the sector through Generative AI and Agentic AI. Specialist in building conversion funnels, complex commercial automations (GoHighLevel), and high-impact multimedia production (image, video, and audio generated with AI). My technical background in web development and programming allows me to implement advanced AI solutions that bridge business vision with practical, measurable automation.

TECHNICAL SKILLS & COMPETENCIES

Marketing Strategy: Digital Marketing Strategy, Persuasive Copywriting (ES/EN), Brand & Content Direction, Digital Campaigns (Meta, Google, TikTok).

Generative AI & Multimedia: Image, Video & Audio Production with AI (Midjourney, Stable Diffusion, Kling, Higgsfield, Runway, ElevenLabs, Suno), Prompt Engineering, Agentic AI (Claude, MCP).

Funnels & Automation: Conversion Funnel Design, CRM & Sales Process Automation (GoHighLevel), AI Agent Orchestration for Marketing & Prospecting.

Web & Audiovisual Development: Web Design & User Experience (UX), WordPress, HTML/CSS, Audiovisual Production (Camera, Lighting, Editing & Drone), Team Training & Leadership.

WORK EXPERIENCE

AI Consultant & Product Developer

Med Toledo

2025 — Present

Remote

- Strategic and technical consulting for the integration of Artificial Intelligence applied to marketing and sales. Designed automated prospecting flows and AI asset generation.
- Structured a **proprietary modular SaaS CRM** to optimize acquisition, tracking, and automated interaction in the real estate industry using AI architectures.
- Created a **suite of 15+ Claude agents** focused on competitive intelligence, automated persuasive copywriting, agile landing page design, and systematic prospecting.
- Directed and delivered the **"AI Operating Platforms"** course (6 modules, 24 lessons) and talks for the real estate industry (Querétaro, 2026).
- Advised direct-selling companies on **brand strategy and generative multimedia content libraries** customized for their distributor networks.
- Implemented workflows with **Generative AI Multimedia** (Midjourney, Higgsfield, Kling, ElevenLabs) for high-converting audiovisual production.

AI-Driven Software Design & Development

Tecmundo Mexico

2026

Querétaro, Mexico

- Developed the collective-financing web platform to sell XAG agricultural drones without bank credit (Next.js, Supabase, PostgreSQL), designing the digital user experience flow (KYC onboarding) and transactional

validation.

- Developed an ****automated content system via exclusive AI (SEO/AEO)**** that drives the blog's inbound marketing strategy, capturing high-converting organic traffic.

AI-Powered Vehicle Reception System

2026 (In Development)

Software Project - Auto Repair Shop

Remote

- Conceptualized and designed an AI software system that revolutionizes ****service marketing and customer experience****: customers describe issues via audio and photos, and the system automatically generates forms and starts intelligent quoting, accelerating the service funnel.

Senior Consultant: SEO, Web & GoHighLevel

AddControl

2024 — 2025

Remote

- I joined as the company entered the Mexican market, leading the definition of its strategic niche in construction and the creation of its digital presence.
- Developed the SEO architecture and website, achieving top positions on Google for key searches.
- Trained the internal team in SEO, campaigns, and video.
- Later implemented GoHighLevel to streamline sales processes and automate lead routing.

Digital Strategy & Web Consultant

EVANES

2025

Remote

- Analyzed their herbal product line to identify unique nutrient synergies and extractions not leveraged in communication.
- Turned those advantages into proprietary digital assets that strengthened positioning, developed copywriting, and designed the website.

External Marketing Consultant: Strategy & Content

ACTIVZ

2017 — 2024

Remote / Corporate

- Supported the company from launch, creating initial videos, photos, teasers, and website.
- During the pandemic, developed a video marketing and SEO strategy on YouTube/TikTok that drove remote recruiting globally.

Web, SEO & Ads Consultant

Omega Drone

2020 — 2021

Querétaro, Mexico

- Structured the WordPress website, set up lead-generation campaigns on Google Ads, and trained the internal team in technical SEO. Positioned the company on the first page of Google for "crop-spraying drones".

Additional Projects & Past Experience (Summary)

Various Roles

2015 — 2019

Summary of Experience

- **Keller Williams Mexico (2017-2019):** Digital Marketing Consultant, launching and optimizing SEO for "Clasificados Contacto" portal.
- **Ditta Consulting (2015-2017):** Junior SAP Developer, creating training materials and developing an SAP-Excel reporting connector.
- **FOX Sports (2016):** External Content Consultant, designing a YouTube strategy for live play-by-play audience retention.

EDUCATION & TRAINING

Lifelong self-directed learner: 28+ years of continuous training in digital marketing, technical SEO, audiovisual production, generative AI, and agentic software development. I adopt emerging technologies before courses exist for them — the AI platforms I teach today, I learned by building with them.