



ABOUT ME

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 (GHL), 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.

CONTACT

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- www.medtoledo.com
- Mexico (Global Remote)

LANGUAGES

Spanish	Native
English	Bilingual

Medardo Toledo (Med Toledo)

DIGITAL MARKETING STRATEGIST & GENERATIVE AI SPECIALIST

WORK EXPERIENCE

Med Toledo — AI Consultant & Product Developer

2025 — Present

Freelance / Consulting

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.

Tecmundo Mexico — AI-Driven Software Design & Development



2026

Querétaro, Mexico

Development of a 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.

Auto Repair Shop — AI-Powered Vehicle Reception System

2026 (In Development)

Software Project

- 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.

EXPERTISE

- Digital Marketing Strategy
- Generative AI Multimedia
- Funnels & CRM (GoHighLevel)
- Persuasive Copywriting (ES/EN)
- Digital Campaigns (Meta, Google)
- Video & Drone Production
- Agentic AI & AI Agents
- Funnel Automation
- SEO & AEO (Indexation)
- Web Design & UX
- Team Training
- Brand & Content Direction

AI TOOLS

- Image: Midjourney, Stable Diffusion.
- Video: Kling, Higgsfield, Runway.
- Audio: ElevenLabs, Suno.
- Orchestration: Claude Desktop, Antigravity.

AddControl — Senior Consultant: SEO, Web & GoHighLevel



2024 — 2025

ERP for Construction

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.

EVANES — Digital Strategy & Web Consultant

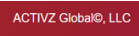


2025

Web Strategy

- 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.

ACTIVZ — External Marketing Consultant: Strategy & Content



2017 — 2024

Health & Wellness

- 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.

Omega Drone — Web, SEO & Ads Consultant

2020 — 2021

Agricultural Tech

- 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)

2015 — 2019

Various Roles

- 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.