

MEDARDO TOLEDO (MED TOLEDO)

SENIOR SEO CONSULTANT & AI INTEGRATION SPECIALIST

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

PROFESSIONAL SUMMARY

Technical consultant with 28+ years of experience in web development and marketing, specializing in the convergence of SEO and Agentic AI. Today I design and deploy automated positioning systems (SEO/AEO/LLMO) and develop software by directing autonomous AI agents. My solid foundation in programming and SAP systems allows me to approach technical SEO from an engineering perspective, building custom tools and workflows that automate organic traffic generation and optimization for search engines and AI engines.

TECHNICAL SKILLS & COMPETENCIES

AI Technologies: Agentic AI & AI Agents (Claude, MCP, LLMs), Advanced Prompt Engineering, Conversational AI Systems, Workflow Automation (API & Python).

Web Positioning: Technical SEO, On-Page/Off-Page SEO, Answer Engine Optimization (AEO/LLMO), Web Analytics & Google Search Console, Video SEO Optimization.

Software Development: Frontend/Backend Development (Next.js, React, Supabase), Database Design & SQL, WordPress, Programming & Scripting (Python, JavaScript), SAP Systems (Technical Modules & SAP-Excel Connector).

Strategy & Business: Business Process Automation, Conversion Funnels & CRM (GoHighLevel), Corporate AI Consulting, AGENC-IA Methodology.

WORK EXPERIENCE

AI Consultant & Product Developer

Med Toledo

2025 — Present

Remote

- Transitioned from marketing agency work to Agentic AI integration: I audit processes, implement automations, and develop proprietary software products by directing AI agents as a development team (senior/junior model with tickets, code reviews, and security audits).
- Built a **proprietary modular SaaS CRM** for the real estate industry, through agentic development (Claude, Antigravity).
- Developed a **suite of 15+ Claude skills/agents** (AGENC-IA methodology) for market intelligence, automated copywriting, and SEO/AEO optimized article structuring.
- Created the intensive **"AI Operating Platforms"** course (6 modules, 24 lessons) and delivered talks on applied business AI (real estate industry, Querétaro 2026).
- Implemented **AEO (Answer Engine Optimization) & LLMO** architectures to ensure brands are indexed and recommended by ChatGPT, Perplexity, and Gemini.
- Proven SEO track record:** Achieved first-page Google rankings for clients in highly competitive niches: sports courts construction (FirmSport), crop-spraying drones (Omega Drone), and construction ERP (AddControl).

AI-Driven Software Design & Development

Tecmundo Mexico

2026

Querétaro, Mexico

- Development of a collective-financing web platform to sell XAG agricultural drones without bank credit (Next.js, Supabase, PostgreSQL): KYC onboarding, SPEI payment validation, and auditable draws.
- Designed and deployed an ****automated SEO/AEO content generation system**** powered by an exclusive AI skill for the blog, accelerating initial organic acquisition.

AI-Powered Vehicle Reception System

2026 (In Development)

Software Project - Auto Repair Shop

Remote

- Designed the architecture of an AI-integrated vehicle reception software using voice notes and photos to automatically transcribe details, analyze damage, and fill reception forms.
- Connected AI agents to pre-approved auto part suppliers for real-time inventory searches, generating immediate quotes and margin calculations with a single click.

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 their 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.