



ABOUT ME

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.

CONTACT

- +52 446 169 1222
- hola@medtoledo.com
- www.medtoledo.com
- Mexico (Global Remote)

LANGUAGES

Spanish	Native
English	Bilingual

Medardo Toledo (Med Toledo)

SENIOR SEO CONSULTANT & AI INTEGRATION SPECIALIST

WORK EXPERIENCE

Med Toledo — AI Consultant & Product Developer

2025 — Present

Freelance / Consulting

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).

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): 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.

Auto Repair Shop — AI-Powered Vehicle Reception System

2026 (In Development)

Software Project

- 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.

EXPERTISE

- Agentic AI & AI Agents
- Technical & Content SEO
- AEO & LLMO Optimization
- Web Development (Next.js)
- Automation (API & Python)
- Funnels & CRM (GoHighLevel)
- Video SEO Optimization
- Database Design & SQL
- Advanced Prompt Engineering
- Conversational AI Systems
- Web Analytics & Search Console
- Corporate AI Consulting

METHODOLOGIES

- **AGENC-IA** Methodology: development and orchestration of collaborative agents.
- Agentic ticketing and version control workflows (Git, Claude, Antigravity).
- Security and code quality audits for AI-generated code.

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 their sales processes and automate lead routing.

EVANES — Digital Strategy & Web Consultant

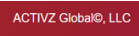


2025

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.