

# Juan Carlos Meneo

## Web Developer & Digital Systems Specialist

Web · Ecommerce · Automation · APIs · Cloudflare · Data · Applied AI

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Portfolio MAXIMUS **Digital CV** GitHub

## Professional profile

I build end-to-end digital solutions for businesses, entrepreneurs and online projects. I combine web development, ecommerce, management systems, automation, APIs, payments, first-party tracking, data, UX/UI and applied artificial intelligence. My approach is practical: understand the real problem, organize the process, implement a functional solution, and leave it operational, measurable and maintainable. I am currently deepening my work in automation and applied AI, integrating real tools and services in production to solve complete processes more efficiently.

Web development | Ecommerce | Cloudflare Workers / D1 | APIs REST / Webhooks | Automation | Tracking first-party | Applied AI | SQL / Data

## Professional experience

### MAXIMUS Digital

**Web Developer & Digital Systems Specialist · Remote**

**July 2025 - Present**

- Development of websites, ecommerce stores, commercial catalogs, landing pages and responsive web applications.
- Development of private management dashboards, affiliate/referral systems, automations, notifications and connected operational workflows.
- Integration of REST APIs, webhooks, databases, payment gateways and external services; testing, debugging and quality control.
- Implementation of first-party tracking with traceable links, events, conversions, user journeys, approximate geolocation and channel analytics.
- Hands-on work with HTML, CSS, JavaScript, Cloudflare Pages/Workers/D1, SQL, Supabase and GitHub.
- UX/UI-oriented design, mobile-first implementation, commercial clarity and practical business problem solving.
- Advanced use of generative AI applied to development, research, analysis, documentation, debugging and productivity.
- Design and deployment of **n8n** automations, webhooks, HTTP endpoints, connected nodes and self-hosted services on **VPS + Docker**.
- AI-assisted work on authorized Windows environments using remote-access tools, **PowerShell/terminal**, GitHub and validation/documentation workflows.
- Development of private search, prospecting and follow-up systems with industry/location filters, approximate geolocation, traceable links, events and first-party metrics.

# FEATURED PROJECTS

Juan Carlos Meneo · MAXIMUS Digital

## 4 featured cases

**HOSPITALITY · GUEST EXPERIENCE · OPERATIONS**

### MAXIMUS Hospitality 360

Functional modular concept for hotels, hostels, aparthotels, cabins and other accommodations. It integrates commercial presence, booking decisions, reservation and payment flows, a guest portal and internal operations. It explores how properties can extend the guest experience before, during and after the stay through services, amenities, upgrades, extra nights, transfers, excursions, dining and local partnerships, with configurations adaptable to each operation.

**View functional demo ↗**

**ECOMMERCE SYSTEM AND COMMERCIAL MANAGEMENT**

### MAXIMUS Catalog

Complete ecommerce/commercial system in production: responsive public catalog, private editor, products and stock, statuses, reservations and sales, Mercado Pago/bank transfers, commercial dashboard, affiliates/referrals, activity tracking and business logic on Cloudflare Workers + D1.

**Open system ↗**

**FIRST-PARTY ANALYTICS AND ATTRIBUTION**

### MAXIMUS Tracking Central

Proprietary traceable-link and first-party attribution system with events, conversions, approximate geolocation, user journeys, filters, folders, channel controls, export and a D1 database. It measures resume, portfolio, LinkedIn, email and other traffic sources without relying solely on third-party analytics.

**DIGITAL SERVICES SALES**

### MAXIMUS Landing Express

Commercial platform to present, quote, sell and produce landing pages and web systems. It integrates portfolio, Mercado Pago, international payments via Payoneer, follow-up, automation and conversion-oriented structure, with a responsive frontend and connected logic.

**Open project ↗**

## Portfolio of developed projects

**HOSPITALITY · BOOKINGS · GUEST · OPERATIONS**

**MAXIMUS Hospitality 360 — Property + destination + experience**

Accommodation ecosystem covering commercial presence, direct booking, guest portal, operations and additional services.

**View functional demo ↗**

**ECOMMERCE · COMMERCIAL MANAGEMENT · PAYMENTS**

**MAXIMUS Catalog — Ecommerce, Affiliates & Commercial Management**

Public catalog and private editor with stock, sales, payments, affiliates, tracking and Cloudflare Workers + D1.

**Open system ↗**

**ANALYTICS · ATTRIBUTION · FIRST-PARTY**

**MAXIMUS Tracking Central — First-Party Analytics, Attribution & Tracking**

First-party tracking with unique links, events, journeys, approximate geolocation, filters and D1.

**Internal / private system**

**LANDING PAGES · SERVICES · CONVERSION**

**MAXIMUS Landing Express**

Sales and production platform for landing pages/systems with portfolio, payments, follow-up and automation.

**Open project ↗**

**MANAGEMENT · COSTS · SALES · PROFITABILITY**

**VS22 Integrated Management — Business Management System**

Business management for products, costs, purchasing, sales, production, charts and profit planning.

**View full case ↗**

**PERSONALIZATION · PRODUCTION · DIGITAL DELIVERY**

**CUPI — Personalized Digital Platform & Connected Ecosystem**

Sales, personalization, production, tracking and delivery of digital products with accounts and automation.

**Open project ↗**

**AFFILIATES · SALES · ONBOARDING · MULTI-LANDING**

**VS22 — Partner, Affiliate & Sales Enablement System**

Affiliate/team onboarding and operations: access, materials, landing pages, campaigns, ads and follow-up.

**View full case ↗**

**LANDING PAGES · UI/UX · MULTIPLE INDUSTRIES**

**Landing Page Concepts — Multi-Industry Collection**

Responsive multi-industry collection focused on visual hierarchy, CTA, commercial structure and mobile.

**View full collection ↗**

**ENTREPRENEURSHIP · MANAGEMENT · SALES**

**Emprender Snacks VS22 — Integrated Entrepreneurship & Management Platform**

System for entrepreneurship and business management: operations, costs, sales and digital resources.

**Open project ↗**

# AI, AUTOMATION & CURRENT PROJECT

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## Artificial intelligence, automation & technical operations

Advanced use of AI as an integrated tool in real development, analysis, research, documentation, debugging, automation, workflow design and iterative improvement.

- ChatGPT/OpenAI applied to solution architecture, HTML/CSS/JavaScript development and review, file analysis, debugging, documentation, change control and assisted work on authorized desktop environments.
- **n8n** automations: node-based workflows, webhooks, HTTP endpoints, integration testing and connections between systems and services.
- Operation of self-hosted automation infrastructure using **VPS + Docker + n8n**, including testing, configuration and deployment of persistent workflows.
- Practical use of **PowerShell, terminal, GitHub and authorized remote-desktop tools** for diagnosis, execution, editing and validation in Windows environments.
- Development and testing of private prospecting and follow-up systems: industry/location searches, approximate geolocation, candidates, traceable links, events and first-party campaign metrics.
- Claude/Claude Code, Gemini and NotebookLM as complementary tools for cross-checking, research, documentation and productivity; prompt engineering, result auditing and human validation before implementation.

## Current project in production and continuous development

**NEXORA · private prospecting, follow-up, content and automation system.** Development and ongoing evolution of an operational platform that centralizes opportunities, prospects, proposals, follow-up and commercial auditing. It includes industry/location radar searches, Cloudflare D1 persistence, candidate filters and profiles, traceable links, first-party events and metrics, approximate geolocation, email integration and progressive n8n connectivity to automate intake and workflows. It also includes a content and Social Hub layer under development to organize creative assets, single-post formats, carousels, stories, reels and short-form videos; prepare network-specific variants; and maintain content queues ready for scheduling or publishing through authorized integrations. Direct social publishing is described as an integration currently being implemented and validated, not as a completed feature. The project lets me apply what I study and learn in a real environment across automation, APIs, data, tracking, cloud infrastructure, digital content and production-system operations.

# SKILLS, EDUCATION & MANAGEMENT EXPERIENCE

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## Technical skills

### Development & systems

- HTML · CSS · JavaScript
- Web applications and private dashboards
- Responsive / mobile-first
- UX/UI and user experience
- APIs REST · Webhooks
- Process automation · n8n
- PowerShell · terminal · Windows operations
- Telegram Bot API · WhatsApp Business Platform · Meta APIs

### Cloud, data & integrations

- Cloudflare Pages · Workers · D1
- SQL and data administration
- Supabase
- GitHub
- VPS · Docker · self-hosted services
- Tracking, approximate geolocation and first-party analytics
- Integrations and external services
- Payment gateways and checkout flows

### Ecommerce, marketing & content

- Ecommerce and web catalogs
- Commercial landing pages
- Mercado Pago · Hotmart · Payoneer
- Shopify / Shopify Partners - ongoing hands-on practice
- Digital and automated marketing
- Graphic design and content
- Affiliate/referral systems
- Social creatives · carousels · stories · reels · short-form video
- Content planning and publishing queues

### AI, Excel & productivity

- ChatGPT · Claude · Gemini · NotebookLM
- Prompt engineering and generative AI
- Microsoft Excel · Google Sheets
- Macros and VBA
- Data analysis, cleaning and visualization
- Data entry and information organization
- Documentation and quality control

## Education and continuous learning

Hands-on training based on real projects and continuous learning in web development, ecommerce, automation, applied AI, Cloudflare, APIs, databases, UX/UI and digital tools.

*Academic background: Instituto Técnico Sieni - tertiary-level studies in Systems Analysis.*

## Administrative and management experience

More than 20 years of experience in administration, control and operational management across different industries. Experience with suppliers, payments, check portfolios, inventory, warehouses, planning, customers, internal controls and team coordination, including supervisory and administrative management responsibilities.

# LANGUAGES, LEARNING & AVAILABILITY

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## Languages & international work environments

**Spanish:** native. **English:** basic, currently under active development.

I work every day with tools, platforms, documentation and interfaces in other languages using AI assistance, translation and contextual verification. I can navigate multilingual technical environments efficiently, interpret documentation, configure systems and execute processes even when the interface is not in Spanish. My spoken English is not yet fluent; when the process allows it, I communicate more effectively in writing with AI support. **I am open to written interviews and assessments whenever possible**, while actively improving my comprehension and communication skills through practical work. **I do not see language as a limit to professional growth:** I learn by doing, adapt quickly and approach each challenge with determination, humility and the tools needed to solve it.

**SOL English · current research and development project.** I am designing and developing a personalized English-learning system/app, starting with an experience for teenagers and designed to expand to other age groups. The prototype builds the learning environment around each person's real interests —music, movies, series, everyday life, values, personal style, hobbies and other meaningful references— to make language learning more relevant, practical and continuous. The current stage combines research, experience design, applied AI, content creation, iteration and testing with volunteer teenagers. It is also part of my own learning process and reflects how I work: identify a need, research, build, test, measure and improve.

## Professional availability

Available for freelance projects, collaborations and remote opportunities in web development, ecommerce, digital systems, automation, APIs and integrations, tracking/analytics, applied AI, data management, Excel/Sheets and data entry. Open to technical, operational or hybrid roles focused on practical problem solving and process improvement.