Leonardo Lavrovic

Freelance Full Stack Web Developer | E-commerce, Payments and SEO/GEO — Tereré Estudio

Corrientes, Argentina (GMT-3) · Available for remote, project-based and hourly work · leonardo@terereestudio.com.ar · +54 9 3644 32-8260 · terereestudio.com.ar · linkedin.com/in/leonardo-lavrovic · github.com/terereestudio

PROFILE

Freelance web developer who builds and runs his own products in production. I build websites in plain HTML, CSS and JavaScript with a serverless Node.js backend, Supabase databases, live payments through the Mercado Pago API, and optimization for both Google and AI assistants (SEO/GEO). I built a business management app connected to my clients' websites, so they can manage their own catalog, calendar and opening hours. I bring hands-on experience running an e-commerce operation: I understand how a business sells, not just how its site is built. I work with agentic development in Claude Code, understanding and reviewing every part of the code. Available for fixed-scope projects, monthly retainers or hourly remote work.

EXPERIENCE

Tereré Estudio — Founder and Freelance Web Developer · Corrientes, Argentina (remote) · Jul 2025 – Present

- Designed, built and launched terereestudio.com.ar in framework-free code: homepage in 11 languages (including right-to-left Arabic), 3D carousels, SVG and canvas animations, and prices shown in each visitor's local currency.
- Integrated payments with Mercado Pago Checkout Pro through serverless functions on Netlify (Node.js), with amounts set server-side; live in production since October 2026 with verified real payments.
- Automated payment notifications by email (Resend) and a scheduled blog assistant that researches, cross-checks sources and drafts posts for review.
- Implemented technical SEO and GEO (visibility in AI assistants): JSON-LD structured data, build-time rendered content readable without JavaScript, and a live SEO audit inside the site itself.
- Packaged the offer into three plans (landing page, WhatsApp-ordering catalog, and service page with online booking) and manage each project end to end.
- Manage the infrastructure: GitHub with staging and production branches, Cloudflare DNS, Netlify hosting and custom-domain email.
- Develop with Claude Code as an agentic programming environment: scheduled tasks, branch-based workflow, code review and automations.

IPRI Bijou — E-commerce Analyst · Corrientes, Argentina · Jan 2025 – Present

- Designed the digital channel's commercial dashboard, consolidating revenue, orders and KPIs for management decisions.
- Lead the omnichannel strategy: WhatsApp (65.7% of online sales) and Tiendanube (32.9%), supported by Meta Ads, Google Ads and SEO improvements.
- Implemented cross-selling and up-selling initiatives that increased monthly average order value.
- Analyzed payment gateway costs (Mercado Pago, GoCuotas, debit and credit) to choose the most profitable financing options.
- Coordinate nationwide logistics via Correo Argentino and in-store pickup, reaching 11+ provinces and 25 locations.

Beauty Store — Sales Advisor · Corrientes, Argentina · Apr – Dec 2024

- Managed cosmetics categories and assortment based on stock levels and sales performance.
- Applied cross-selling and visual merchandising to raise average order value and move slow-selling products.

IPRI Bijou — Community Manager · Corrientes, Argentina · Jan – Mar 2024

- Executed conversion-oriented content strategy across Instagram, Facebook and TikTok.
- Managed the online catalog and direct sales via WhatsApp Business; implemented a management system for stock and pricing.

Forrajería Los José — Sales Advisor · Fontana, Argentina · Jun – Dec 2023

- Reorganized store layout and product placement based on turnover and seasonality.

Municipality of Villa Río Bermejito — Photography and Graphic Design Assistant · Chaco, Argentina · Dec 2021 – Jun 2023

- Produced graphic, audiovisual and photographic content for institutional campaigns across digital and traditional channels.

SELECTED PROJECTS

- **NEO Gestión** (in testing) — Business management app in four lines: retail (stock and cash), services (bookings), restaurants (orders) and real estate (rentals). Supabase backend (PostgreSQL database, authentication and migrations). Connected to landing pages: clients manage their catalog, calendar and opening hours from the app, and changes show up on their website automatically; website orders and bookings flow straight into the system.
- **Silkderma** (Monte Caseros, Argentina) — Service page with online booking for an aesthetics center. First client on the Services plan.
- **lector.** — My own free app to open PDF, Word, TXT and more, with no accounts, no ads and no internet required. Published for Android (version 2.0, 1.9 MB) and on the Microsoft Store for Windows.
- **terereestudio.com.ar** — My own production site: multilingual, with online payments and SEO/GEO. Code on GitHub.
- **Visual identities and stores** — Full visual identity for HR Estudio Jurídico; Tiendanube store setup for IPRI Bijou and Algarrobo Negro.

EDUCATION

- **Front End Developer** — National Technological University (UTN BA), Argentina · In progress
- **WordPress and WooCommerce** — Coderhouse · 2026
- **Agentic AI Explained** — NVIDIA Deep Learning Institute · In progress
- **Agentic commerce: preparar tu tienda para que te compre una IA** — Coderhouse · In progress
- **Ciberseguridad estratégica: defiende tu futuro digital** — Coderhouse · In progress
- **Teaching Degree in Agronomy** — IES René Favaloro, Argentina · 2019 – 2022

Additional training: Digital Marketing (Domestika) · Digital Channels and Marketplaces Management (CAME) · Commercial Strategy and Management (Banco Santander) · Inventory, Supply and Customer Service Management (CAME).

SKILLS

- **Front end:** semantic HTML5, CSS3 (animations, View Transitions), JavaScript, SVG and canvas, internationalization (11 languages, RTL), accessibility.
- **Back end and data:** Node.js serverless functions (Netlify), Supabase (PostgreSQL, authentication, migrations), API integration.
- **Infrastructure:** Git and GitHub, Cloudflare DNS, Netlify, continuous deployment, custom-domain email.
- **Payments and automation:** Mercado Pago API (Checkout Pro), transactional email (Resend), app-to-website sync, AI-powered scheduled tasks.
- **SEO and GEO:** structured data (JSON-LD), Core Web Vitals, optimization for search engines and AI assistants.
- **AI development:** Claude Code (agentic development), AI-assisted prototyping.
- **Currently learning:** advanced REST APIs, React Native, game development.
- **E-commerce and data:** Tiendanube, WooCommerce, payment methods, logistics, pricing, KPI dashboards, Meta Ads and Google Ads.
- **Languages:** Spanish (native) · English (intermediate).