

SERGIO BARKER

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PROFESSIONAL SUMMARY

Full Stack Developer with production experience building and deploying MERN stack applications. Created niche directory platforms with SEO optimization, backend architecture, and monetization strategies. Strong focus on solving real business problems through clean, maintainable code and user-focused design. Experienced in full product lifecycle from concept through deployment and ongoing optimization.

TECHNICAL SKILLS

Languages: JavaScript (ES6+), SQL, HTML5, CSS3

Frontend: React, Next.js, Responsive Design, Modern CSS

Backend: Node.js, Express, REST APIs, Server Architecture

Database: MongoDB, Database Design, Query Optimization

Tools & Infrastructure: Git/GitHub, NGINX, Chrome DevTools, Google Analytics, AdSense Integration

PROFESSIONAL EXPERIENCE

Founder & Lead Developer | AI Dente Marketing

February 2025 – Present

- Designed and deployed full-stack directory platforms using React, Next.js, Node.js, Express, and MongoDB, including Dentillo.com (oral surgery provider directory) and Rockshowz.com (concert discovery platform with SeatGeek affiliate integration)
- Built scalable Node.js/Express backend APIs handling provider listings, search functionality, and data management across multi-state coverage areas
- Implemented SEO strategies including schema markup, meta optimization, and indexing workflows resulting in Google Search Console visibility across target markets
- Managed complete product lifecycle from architecture and development through deployment, analytics integration (Google Analytics), and monetization setup (AdSense)
- Currently developing ReviewReply, a SaaS product for AI-powered Google review responses targeting small dental practices, leveraging existing provider database as lead generation funnel

Freelance Web Developer

2023 – 2024

- Built and maintained custom websites for small business clients, focusing on responsive design and performance optimization
- Managed client relationships, project scoping, and deliverable timelines while working on freelance platforms

PROJECTS

Dentillo.com – Dental Provider Directory Platform

- Full-stack MERN application providing searchable directory of oral surgery and dental specialty providers across multiple western U.S. states

- Features include dynamic provider listings, location-based search, responsive UI, and optimized page structure for search engine indexing
- Tech stack: React, Next.js, Node.js, Express, MongoDB, NGINX

Rockshowz.com – Concert Discovery Platform

- Event-based platform integrating SeatGeek affiliate API for concert ticket discovery and purchase
- Designed custom dark UI theme with performance optimization for fast load times
- Tech stack: React, Node.js, Express, REST API integration

EDUCATION & CERTIFICATIONS

Bachelor of Science in Psychology | Utah Valley University

JavaScript Web Development Certification | DevMountain

youracclaim.com/badges/2781f55c-8eba-4e9e-a7cf-6e824e60a3c1

ADDITIONAL EXPERIENCE

Lyft Driver (4 years) – Maintained high customer satisfaction ratings and safe driving record

Moxie Pest Control – Field Expert (2 years) – Conducted property inspections and customer education

Domino's – Delivery Driver (2 years) – Assisted with order taking, preparation, customer service, and delivery operations

Pier 49 Pizza – Delivery Driver (2 years) – Delivered food, managed inventory, and provided customer service

Property Manager - (6 years) - Managed a small rental home. Making repairs, performing maintenance, managing tenants and rent.