MICHAEL TORIOLA
FULL-STACK DEVELOPER

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PERSONAL STATEMENT

I am an accomplished full-stack web developer with a strong background in backend and frontend development. I have 10+ years commercial experience and 5 years’ experience as a senior and lead developer, and have led development teams at multiple companies, overseeing website revamps, feature development, and security enhancements. I am passionate about writing, clean, efficient and elegant code as well as solving complex challenges and delivering impactful web solutions that align with business goals.

EXPERIENCE

**Senior Web Developer
Academy+
January 2022 to Present**

Worked as part of a development team, liaising with marketing and sales departments to manage several online course websites.

* I contributed to developing a new system for their staff training web application. Their previous system was developed using WordPress and the setup was outdated. The new system was developed with Laravel, Vue and Pest for unit and feature testing. We used PHP Stan to stick to strict coding standards.
* I contributed to the migration of data from the WordPress staff training course system to the new system. This involved setting up Jenkins to automate the process.
* I maintained several WordPress websites, developing features to themes and plugins when needed.
* I maintained their online course web application, which was developed using a bespoke PHP, JavaScript tech stack. I developed features and bug fixes when needed.
* I contributed to maintaining their servers and other devops related tasks. Including bug fixing, optimization and the setup of new servers when needed.
* Used the following technologies, Jenkins, Laravel, Vue PHP, MySQL, CSS3, HTML, JavaScript, Typescript, Sass, jQuery, Pest, PHPUnit, PHP Stan

**Senior Web Developer
Finixio Ltd.
December 2021 – December 2022**

Worked with marketing and SEO team to develop SEO-friendly, efficient, high-ranking websites.

* Developed a SEO managing & link builder tools app which allowed users to manage link building for owned sites/domains. This was developed using Laravel, Vue and PHP Unit for unit and feature testing.
* Integrated Ahrefs API to display SEO information for domains the company owned or wanted to buy links from
* I developed an email builder to send automatic emails to domain owners with link offers using SendGrid API
* I developed an email template builder for the email builder by integrating SendGrid’s email template API.
* I contributed to setting up the infrastructure of several web applications including Laravel and WordPress stacks.
* I maintained several WordPress websites, providing features and bug fixed to plugins and themes. Also, the development of themes and plugins.
* I contributed to the development of several frontend web apps that were built using React and Typescript, where WordPress was used for the backend.
* I contributed in the setting up the deployment using GitHub actions.

**Lead Developer
ConsultMyApp
October 2020 to December 2021**

Lead a team in building one of the main web applications, called App Marketer Pro.

* I lead a team in developing App Marketer Pro which provided users with app market analysis from the Apple app store, Android play store. With App ranking data shown in graphs and interactive charts. Which was developed using React for the frontend and a bespoke PHP API and several bespoke PHP micro services.
* We developed several features such as a custom campaign, ad words and keywords builder for a user’s Apple search ads account and an automatic keyword bidding builder to a machine learning keyword auto bidding service. The automatic keyword bidder was developed in Python, which I integrated into the API and frontend.
* The frontend was developed using React with NextJS, Typescript and Jest for unit testing.
* I setup and maintained the docker server infrastructure. I setup the deployment process with GitLabs pipelines.
* I assisted in the hiring process for new applicants by conducting interviews and assisting the CTO in creating technical tests and deciding on the applicants to hire.
* I managed several client projects, including building a script to migrate FaceGym’s customer data from their sales platform Zenoti, to Segment. This was done with the aim to unify their customers/sales and unique visitors to one profile/identity for better targeted marketing.
* I developed an email templating system for a client with Symfony for the backend API and React for the frontend.
* The email templating system allowed users to create email templates which can then be converted to html that is compatible for all email clients. Some features were the ability to create email templates to target different ranges of devices (mobile, tablets, desktops), having company data easily accessible in the app, OAuth API authentication as security was essential. Some of the other features I developed were content variables support, language support, easy integration into the client’s system, user roles and permissions.

**Lead Developer**
**PSY Ventures**
**August 2018 – February 2020**

Joined this company when it was starting up. Worked with marketing and SEO experts to develop seo-friendly, efficient, high-ranking websites.

* Setup the infrastructure of their web applications, servers and emails.
* Setup continuous deployment and project management tools.
* Developed and revamped several websites.
* Overseeing the hosting environment for websites.
* Developed WordPress plugins and themes.
* Developed web applications using Laravel, VueJS, Symfony and WordPress
* Assisted in the hiring process for new applicants by conducting interviews.

**Web Developer
Investoo Group
December 2017 – July 2018**

Joined this company when it was starting up. Worked with marketing and SEO experts to develop seo-friendly, efficient, high-ranking websites.

* Setup the infrastructure of their web applications, servers and emails.
* Setup continuous deployment and project management tools.
* Developed and revamped several websites.
* Overseeing the hosting environment for websites.
* Developed WordPress plugins and themes.
* Developed web applications using Laravel, Vue JS, Symfony and WordPress
* Assisted in the hiring process for new applicants by conducting interviews.

**Web Developer**
**Catena Media**
**October 2015 – November 2017**

Developed a bespoke CMS to manage several gambling affiliate websites. The tech stack used for these websites was Concrete CMS, which is based on Laravel, this was due to its drag and drop capability and it's Laravel core. This allowed users to modify pages easily. This was then changed to WordPress due to its larger user base/contributions and ease of use.

**Web Developer
Right Casino
Jan 2015 – November 2017**

* Contributed to developing RightCasino.com, which later was sold to Catena Media.
* Maintained and added features to RightCasino.com.
* RightCasino.com was developed with Phalcon PHP framework due to its fast speed and low overhead, as it's delivered as a web server extension written in Zephir and C.

**Web Developer**
**DMO Investments**
**April 2015 –January2016**

* Developed several websites using Phalcon PHP, MySQL, CSS3, HTML, Sass
* Setup the infrastructure of their web applications, servers and emails.

EDUCATION

Roehampton University
London UK
2010 – 2013
BSc Computing with web and multimedia

Work Examples

Professional Projects: [www.academypl.us,](https://www.academypl.us/) [www.staffskillstraining.co.uk](https://www.staffskillstraining.co.uk/), [www.newskillsacademy.co.uk](https://www.newskillsacademy.co.uk/), [www.learnbonds.com](http://www.learnbonds.com)

Technical Skills

Frontend Development: ReactJS, Vue.js, JavaScript (ES6+, TypeScript, JSX, jQuery, Vanilla JS), HTML5, CSS3 (SASS/SCSS), Bootstrap, Jest

Backend Development: PHP (Laravel, Symfony, PHP Unit, Pest), MySQL, MongoDB, WordPress

Cloud & DevOps: Google Cloud, AWS, Docker, Vagrant, Continuous Integration, Linux Server Management (Apache, Nginx), Git, Bash/Shell Scripting, Jira

REFERENCES

Available on request.