

About

Engineering leader with 15+ years of experience designing scalable solutions, optimizing workflows, and cultivating a healthy developer experience for dev-ops and engineering teams. My expertise spans automation, high performance WordPress architecture, headless deployments, and enterprise integrations. This is achieved by defining technical standards, implementing strategic solutions, and developing agentic automation workflows to streamline operations and improve system reliability. In my personal life, I cultivate awareness and mental clarity through breath work, meditation, and regular cold water exposure.

Key Competencies

- **WordPress** - Plugin development, Legacy application support, Custom REST API, Posts to vector DB, Headless deployment, ACF, WooCommerce, Multisite, Horizontal scaling, Docker optimized
- **Programming** - PHP, Bash, JavaScript, MySQL, PostgreSQL, Redis, ElasticSearch, Visual FoxPro
- **Cybersecurity and Privacy** - Web application security, AI prompt injection mitigation, Data privacy & compliance, Identity provider (*IdP*) integrations, Secure data handling & governance, Zero trust architecture, Threat detection & monitoring, OWASP security principles

Technical Toolkit

- **AI Workflows** - Ollama, OpenRouter, n8n, Qdrant, LangChain, SupaBase, Airtable, HubSpot, v0, Claude, *and last but not least* ChatGPT
- **Cloud Infrastructure** - Docker, Cloudflare, Vercel, DigitalOcean, AWS, Akami (*Linode*), GCP, OpenTofu, Terraform, Webmin, cPanel
- **Project Management and Collaboration** - Jira, Trello, Asana, Slack, Discord (*Moderation and Bots*), Google Workspace (*Admin*), GitHub (*Organization and Personal*)

Achievements

- Launched first **Volkswagen of America** national Certified Pre-Owned vehicle website and national ad campaign.
- Streamlined CI/CD, resulting in a 50% reduction in time to market for WordPress projects.
- Decreased database queries by 90% resulting in improved load times of 29%.

Experience

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Consultant, [CarmeloSantana.com](#)

hybrid

August 2023 - Present

Newburgh, NY

Providing advanced technical solutions with a focus on AI automation and high performance WordPress deployments. Specializing in REST API applications, custom plugins, site optimizations, and workflow automation to reduce manual processes.

- **OneGuide** - *December 2024 - Present* - Implemented a high availability WordPress network with load balanced multi-server redundancy serving 4,000+ active users. Currently launching an AI chatbot powered by vectorized post data creating a natural language search and post recommendation engine.

- **BEAHIVE** - *May 2024 - Present* - Ongoing WordPress maintenance, bug fixes, and feature enhancements to support a growing local business.
- **Kalamata Capital Group** - *September 2024 - March 2025* - Launched a secure intranet platform for internal communications and document management, with a focus on human resources and employee engagement.
- **Inner Flame Kitchen** - *March 2024 - June 2024* - Created AI powered web tools for generating optimized Amazon product listings and conducting competitor analysis.
- **Public Equity Group** - *December 2023 - January 2024* - Analysis of web based learning platform featuring a redesigned UI/UX for a new product launch.
- **Antique Associates at West Townsend** - *November 2023 - March 2024* - Migrated and modernized a legacy website, successfully converting and importing thousands of products into WordPress, improving site performance and administrator experience.

Lead WordPress Engineer, Updater, Inc remote *January 2022 - July 2023*

New York, NY

Played a critical role in planning and deployment of several national telecommunications websites, receiving millions of visits per year. Successfully mentored fellow team members, contributing to the growth and expertise within the team.

- Collaborated with esteemed telecommunications companies, such as AT&T, Verizon, and Xfinity, to optimize lead generation and conversion

Product Developer, T R I M Agency remote *June 2021 - January 2022*

Fort Lauderdale, FL

Led development of a custom React powered search interface for WordPress. Integrating thousands of products across multiple brands via WP REST API.

- Increased product visibility in the global chemical distribution sector for national and international chemical distributors.

Account Manager Web Development, Interact Marketing on-site *March 2021 - June 2021*

New Windsor, NY

Implemented a custom WordPress patch management system for all WordPress clients.

- Enhanced security and increase stability via automated updates.

Lead Software Engineer, DealerX hybrid *August 2010 - November 2020*

Edgewater, NJ

Engineered and launched the automotive industry's first fully customizable WordPress solution for dealership websites, featuring a geo-location radius search API.

- Developed a scalable WordPress solution tailored for high traffic automotive dealership groups.
- Improved data synchronization across multi-server environments, reducing file discrepancies and inconsistencies in production environments.
- Managed an inventory system processing over 20 million listings annually.

FOSS

Easy REST API, <https://easyrestapi.com>, November 2024

Launched a free API first hosted WordPress service for developers, enabling easy context building for LLM powered applications.

- Headless WordPress

Alpaca Bot, <https://github.com/carmelosantana/alpaca-bot>, December 2023

Released a privately hosted WordPress AI chat interface offering customizable system prompts and automated workflows.

- AI powered content creation

- Available on wordpress.org

Release Bento, <https://github.com/carmelosantana/release-bento>, *October 2022*

Created a Composer package simplifying WordPress plugin/theme releases.

- Production optimized composer bundle
- GitHub Actions integration

Certifications

- **Functional Programming for PHP 7 Developers** - [Udemy](#) - *December 2020*

Volunteer

Farm Hand, [Downing Park Urban Farm](#), *April 2023 - November 2023*

Regularly volunteering provided an opportunity to take immediate action on my commitment to community well being.

- Assisted families in need by providing much needed food to residents of Newburgh.
- Worked with a team of volunteers to design and implement new irrigation systems for the farm.

Education

Digital Art, [Dutchess Community College](#), *October 2003 - June 2005*

Acquired skills in HTML, interactive web design, color theory, and graphic design.

References

- **Jenna Weinerman**, [VP Marketing](#) - I place a premium on the ability to execute and Carmelo never failed to deliver. He moves projects forward, "crosses his t's and dots his i's," works beautifully with others, and does it all with a positive attitude and a willingness to learn and grow along the way.
- **Jonathan Rouse**, [Generalist UX Designer](#) - Carmelo has a record of bringing positivity and transparency to any meeting. His work-ethic and problem solving abilities are on par with any world-class developer you'll find. His ability to bring a design or concept to life is inspiring, and is always researching new ways to work better, faster, and healthier for everyone.