

About

Experienced WordPress leader with a passion for wellness and personal growth. I excel at designing and implementing custom WordPress solutions that streamline digital workflows, optimize site performance, and ensure seamless user experiences.

Work

● Website Strategist, carmelosantana.com, *September 2023 - Present*

Newburgh, NY

Providing managed WordPress services, including theme and plugin development, hosting, SEO, and advertising.

- Decreased database queries by 90%
- Reduced page load times by 29%
- Created and maintained custom plugins and themes for clients

Lead WordPress Engineer, [Updater, Inc](#), *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.

- Streamlined CI/CD, resulting in a 50% reduction in time-to-market for WordPress projects
- 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](#), *June 2021 - January 2022*

Fort Lauderdale, FL

Increased product visibility in the global chemical distribution sector.

- Lead development of React component to search thousands of products across multiple brands, powered by a custom WordPress REST API

Lead Software Engineer, [DealerX](#), *August 2010 - November 2020*

Edgewater, NJ

Engineered and successfully launched industry first custom WordPress solution for automotive dealership websites. Featuring geo-location radius search API.

- Launched first Volkswagen of America national Certified Pre-Owned vehicle ad campaign and website
- Managed 20+ million inventory items annually

Projects

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

Founded a privately hosted WordPress AI Chatbot that offers customizable conversational models and automated workflows.

- Self hosted AI framework
- Active community

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

Created a Composer package simplifying WordPress plugin/theme releases.

Shellper, <https://github.com/carmelosantana/shellper>, February 2020

Lead developer of terminal application simplifying server provisioning and maintenance.

- Fully automates Apache, PHP and MySQL configurations

Skills

- **WordPress Development** - Plugin development, Theme development, WP REST API, WP CLI, Gutenberg, ACF, WooCommerce, Multisite, WP Engine, Pantheon, Flywheel, Bedrock, Sage, Automated deployment
- **Programming** - PHP, Bash, HTML5, CSS, htmx, JavaScript, OAuth, SEO, Web Accessibility
- **Artificial Intelligence** - Generative AI, Embeddings, Chatbots, Conversational Models, Automated Workflows, ChatGPT, LLM (Large Language Models), Natural Language Processing (NLP), Machine Learning (ML)
- **Dev Ops** - Docker, Kubernetes, Portainer, OpenTofu, Terraform, Webmin, cPanel, AWS, Azure, Cloudflare, GCP, DigitalOcean, Akami, Optimizely, Okta

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.

Certifications

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

References

- **Jenna Weinerman**, [Updater Inc](#) - 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** - 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.