

PROFESSIONAL SUMMARY

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. With expertise in PHP, MySQL, theme customization, plugin creation, CMS management, and digital project planning, I consistently deliver high-quality solutions that exceed expectations. I'm seeking a challenging opportunity to leverage my skills and experience to drive business growth, enhance online presence, and empower creators, makers, and entrepreneurs through effective WordPress infrastructure management.

KEY COMPETENCIES

- **Artificial Intelligence** - Generative AI, Embeddings, Chatbots, Conversational Models, Automated Workflows, ChatGPT, LLM (Large Language Models), Natural Language Processing (NLP) and Machine Learning (ML).
- **WordPress** - Plugin and theme development, WP REST API, WP CLI, Gutenberg, ACF, WooCommerce, Multisite, WP Engine, Pantheon, Flywheel, Bedrock, Sage, and automated deployment.
- **Programming** - PHP, Bash, HTML, htmx, Javascript, OAuth, SEO, and Web Accessibility.
- **Architecture** - Docker, Kubernetes, Portainer, OpenTofu, Terraform, Webmin, cPanel, AWS, Azure, Cloudflare, GCP, DigitalOcean, Akami, Opimizely and Okta.
- **Project Management** - Skilled in Agile, Scrum, and Waterfall methodologies.
- **Leadership & Collaboration** - Adept at leading teams, fostering collaboration, and ensuring project success.

EXPERIENCE

Freelance Consultant

July 2023 - Present

thing.press

I empower businesses by streamlining website management and boosting employee productivity with customized WordPress solutions.

Lead WordPress Engineer

January 2022 - June 2023

[Updater, Inc.](#)

Developed custom in house tooling, reducing time to market by 50%. Amplified lead qualification with partners like AT&T, Verizon and Xfinity.

Product Developer

June 2021 - January 2022

[T R I M Agency](#)

Boosted product visibility and engagement for Azelis, enhancing their footprint in the global chemical distribution sector.

Account Manager Web Development

March 2021 - June 2021

[Interact Marketing](#)

Implemented a WordPress patch system to enhance security and increased system stability for clients.

Lead Software Engineer

August 2010 - November 2020

[DealerX](#)

Developed and launched a custom WordPress solution for automotive dealership websites, streamlining profile-based imports for 20+ million inventory items annually. Created a geo-location radius WordPress API, instrumental in securing the Volkswagen of America national Certified Pre-Owned vehicle campaign and website.

OPEN SOURCE

Alpaca Bot

December 2023 - Present

github.com/carmelosantana/alpaca-bot

Created a privately hosted WordPress AI Chatbot that offers customizable conversational models and automated workflows for businesses.

Ender Hive

December 2022 - Present

github.com/carmelosantana/ender-hive

WordPress plugin to manage Minecraft servers. Integrating real-time player stats via WP REST API.

Release Bento

September 2022 - Present

github.com/carmelosantana/release-bento

A Composer package simplifying WordPress plugin/theme releases.

RoK Monster

October 2020 - May 2022

github.com/carmelosantana/rok-monster-ocr

Automated OCR-based data collection, building a community of 100+ users.

Shellper

February 2020 - Present

github.com/carmelosantana/shellper

A terminal application simplifying server provisioning and maintenance.

VOLUNTEER

Downing Park Urban Farm

April 2023 - November 2023

[Newburgh Urban Farm and Food](#)

Regularly volunteer in urban farming, aligning with my commitment to sustainability and community well-being.

EDUCATION

Digital Art

2003 - 2005

[Dutchess Community College](#)

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

ABOUT

My commitment to personal growth is nurtured through daily practices of mindfulness, breath work, and cold water exposure. More than a self-care routine it's an expression of my responsibility to myself and others. This intentional alignment ensures that I am always fully present in my roles, enabling me to contribute positively to the work environment and lead with clarity and purpose.