MARIANO DE IRIONDO
- FULL STACK WEB DEVELOPER -

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PROFESSIONAL SUMMARY

Senior Full-Stack Web Developer with over 20 years of experience, specialising in WordPress. Proficient in creating custom plugins and themes to deliver tailored solutions. Extensive experience integrating with various e-commerce platforms (Commerce7, WineDirect, Shopify, WooCommerce, SquareSpace) and booking systems (Tock, Calendly, CellarPass). Committed to web accessibility, leveraging tools like accessiBe and Userway. Skilled in data-driven decision-making using Google Tag Manager and HubSpot for analytics and marketing optimisation.

Currently based in Argentina (GMT-3), I am actively seeking a relocation opportunity to the UK. I am open to starting remotely and transitioning to in-person or hybrid work arrangements upon relocation. Visa sponsorship is required.

CORE COMPETENCIES

- WEB DEVELOPMENT: PHP, XML, HTML, JavaScript (JQuery, GSAP, Chart.js), usability, CSS (Bootstrap, Talewind), Git, Jira; REST APIs; Typescript
- WORDPRESS: Elementor, ACF, WordDefence, YOAST SEO, Smush Pro, WP Rocket, and many other plugins and themes, including usage, customisation and development from scratch
- NO-CODE TOOLS: Webflow, Headless CMS (Strapi, DatoCMS, Netlify), Wix
- DESIGN: Figma, Adobe, Sketch
- e-COMMERCE: Commerce7, WooCommerce, Shopify, SquareSpace, WineDirect
- RESERVATION SYSTEMS: Calendly, CellarPass, Tock, The Events Calendar
- MARKETING: Google Tag Manager, HubSpot, MailChimp, SendPulse, Mailman, Google Analytics
- WEB ACCESSIBILITY: AccessiBe, Userway
- IT INFRASTRUCTURE: DB, networking, servers, cloud, crontab/cronjobs, monitoring, and setup.

PERSONAL SKILLS

- ✅ Time management
- ✅ Self-taught
- ✅ Strong analytical and critical thinking skills
- ✅ Fast thinking, quick problem-solver
- ✅ Multi-discipline team leader and player
- ✅ Under-pressure work
- ✅ Adaptable, always willing to learn
- ✅ Spanish native speaker; English intermediate

PROFESSIONAL EXPERIENCE

Freelance

Full Stack Web Developer | 2000 - Present

Over 20 years of experience in programming, developing, launching and designing hundreds of web projects for multiple industries, from high-converting landing pages to complex corporate and business websites, e-commerces, social networks and intranets.

- Web development, programming, content creation, design, and setup
- Server management
- Program development using BASH interpreter to automate processes on remote servers;
- Development of software and tools for parental control (Software "Filtrar");
- Forensic analysis on servers compromised or attacked by bots, exploits or DDoS, and on web software like WordPress or Joomla;
- Analysis, debugging and adaptation of hundreds of websites to W3C standards, accessibility, responsiveness, code minification, etc.

DOHA Branding & Digital Agency - https://dohastudio.com/

Senior Web Developer & Project Leader | 2007 - Present

- Latest portfolio available at https://www.behance.net/doha-agency/projects

Santa Fe City Council, Argentina - https://santafeciudad.gov.ar/

Digital Communications & Social Media Project Leader | 2007 - 2019

- Planned, developed and oversaw digital projects, ensuring their timely completion and adherence to budget, including over 20 web applications including website, blogs, social networks, mobile maps and geo-referenced maps.

Universidad Nacional del Litoral, Argentina - https:/unl.edu.ar/

Web Developer & Project Leader | 2005 - 2010

- Responsible for planning and developing several web applications, supporting and maintaining the university's digital products.

SOME RECENT ONLINE PROJECTS

- https://drfrankwines.com/
- https://wentevineyards.com/
- https://dutchercrossingwinery.com/
- https://jordanwinery.com/
- https://stanlakepark.com/
- https://ccu.com.ar/
- https://wheelsbus.com/

- https://botonpop.com/
- https://lipomize.com/
- https://folderit.net/
- https://ls-sa.com.ar/
- https://santafeciudad.gov.ar/
- https://sanjeronimonorte.gob.ar/
- https://glosa.ar/

RELEVANT PREVIOUS PROJECTS

Below are a few projects that either are no longer online, or that might look simple, but which remain relevant for being unique or among the first of their kind in their time in Argentina.

2022 - Padrón de Afiliados Políticos

This internal web search tool helps members of a political party quickly find their polling location. While it's a simple design, this project showcases my ability to deliver practical solutions under extremely tight deadlines: it was developed in less than one hour.

April 2020 - Ximena Garcia/Varados

My quick thinking led to the development of a communication system that successfully provided crucial support during the initial COVID-19 outbreak, connecting 20 Argentines stranded abroad with other nationals that could host them in just a few days.

2017 - Mi Mascota - Mobile App

Developed a pioneering mobile app for the city council, aimed at dog owners. The app offered vet information, a missing dog database, adoptable rescue dogs, and other relevant news. It also included direct chat with the council and push notifications for vaccination reminders.

2016 - Turismo Ciudad Santa Fe - Mobile App

I pioneered the city council's first tourism mobile app, simplifying trip planning. It included interactive maps, curated recommendations, and real-time information about attractions, restaurants, and transportation, and was available on iOS and Android.

2006 - First accessible university website

I pioneered accessibility in Argentine higher education by launching one of the first accessible versions of a national university website (unl.edu.ar/accessible, now offline). This project featured screen reader compatibility and eliminated non-essential images and animations, setting a precedent for web accessibility in the country. (News coverage available here).

HOW DO I WORK

I'm not just a developer that execute technical commands. I'm dedicated to understanding my clients' needs, suggesting improvements and finding creative solutions to complex challenges. I have strong communication and leadership skills, with experience managing diverse teams and fostering collaboration.

In my over 20 years of experience, I have effectively created and managed projects from start to finish, including planning, development, and deployment, collaborating with designers, engineers, and other stakeholders to ensure successful project outcomes.

I am committed to delivering high-quality work that meets or exceeds client expectations, and continuously seeking out new technologies and best practices to stay up-to-date in the field of web development.

EDUCATION

2000 - 2002 | <u>Universidad Tecnológica Nacional</u>

BSc in Information Systems Engineering - not completed to pursue independent studies.

AWARDS

Many of the projects I developed have received awards and accolades; below are two of the most relevant:

2014 - Santa Fe Council website
Honoured with the 'Third Best Governmental Website' of the year
https://www.unosantafe.com.ar/santa-fe/la-web-la-municipalidad-fue-premiada-el-cippec-n2103046.html

2007 - Universidad Nacional del Litoral website
Awarded one of the best websites in Argentina, among other 2000 candidates:
https://www.unl.edu.ar/noticias/news/view/premio_mate_ar_2007_para_el_sitio_web_de_la_unl

HOBBIES

Passionate about music, I'm a skilled player of guitar, piano, drums, bass, and enjoy composing digital music. I also play football and spend my free time guiding my young son and teenage daughter as they forge their own paths.