

Leonardo Rodriguez

Remote WooCommerce Specialist

Contact Info

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FullStackLeo



Summary

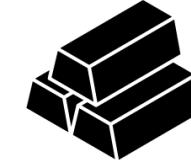
I'm a high-energy and knowledge thirsty **Remote WooCommerce Specialist** with 15 years of experience in fullstack development, business management, and creative direction. I specialize in building and scaling WooCommerce solutions that are fast, secure, and tailored to client needs. My work spans custom plugin development, performance optimization, third-party API integrations, and WP WC core customizations.

Portfolios

- **Full Stack Dev:** <https://fullstackleo.net>
- **Web Dev, Design, Writing:** <https://idealeo.net>
- **GitHub:** <https://github.com/fullstackleo777>

Skills

- WP UI/UX Layouts: Gutenberg, Elementor, Divi, Beaver Builder
 WP SEO/Dynamic Content: ACF, CPT UI, Meta Box, Yoast SEO Rank Math, Custom HTML/JS, JSON
 WP eCommerce/Memberships: WooCommerce, CartFlows, Easy Digital Downloads
 WP Performance/Automation: WP Rocket, W3 Total Cache, Cloudflare, Sucuri, Zapier, Uncanny Automator
 WP Deployment: GitHub, Bitbucket, WP-CLI, cPanel/WHM, WP Engine
 Deployment: Linux (Ubuntu, CentOS, RHEL), AWS, GCP, Windows Azure, Docker, Podman, CI/CD
 Database: MySQL, NoSQL, SQLite, MariaDB, PostgreSQL, Database Visualizers
 Back End: Linux, Bash Scripting, Cron Jobs, SSH, Node.js, PHP, Python, REST API, Autho
 Front End: XML, HTML, CSS/SCSS/SASS, Javascript, Organic SEO, Frameworks (Vue.js, Svelte, React.js)
 Open Source Software: Server (Apache, NGINX, Lighttpd, ffmpeg), Productivity (OpenOffice, LibreOffice)
 Creative Software: Adobe (Photoshop, Illustrator, InDesign, Premiere Pro), Open Source (Inkscape, Gimp)
 Server Security: Firewalled, SSL/TLS, Fail2Ban, SSH Keys, Argon2, IP White/Blacklisting
 DNS Security: DNSSEC, DDOS Protection, Secure Cache, DNS Proxy, DNS Firewall
 Content Management Systems: HubSpot, WordPress, Wix, Squarespace, Drupal
 eCommerce Platforms: WP WooCommerce, Magento CE, Shopify, Thirty Bees, Wix, Squarespace
 Dev Tooling: GIT (GitHub, GitLab, GitTea), VSCode, Vim, Nano, DIFF, Chrome DevTools
 Project Management: Agile, Scrum, Lean, BPM



Work Experience

Remote Freelance Full Stack Developer at Freelance from **January 2016 to December 2024**

Since the tech industry is very unpredictable, when I don't have a full time job, I work as a freelancer. In this position, I planned/built/maintained full stack development projects (LAMP, MERN, WordPress, Shopify), designed brand identities using Photoshop/Illustrator/GIMP/Inkscape, developed for web/mobile using HTML/CSS/SASS/Javascript/Node.js/Vue.js/VSCode/PHP, designed custom print projects, managed business (accounting, sales, client relations), and led teams of freelancer talent to successful project completion.

Remote QA Specialist and Web Developer at Education Strategy Consulting, INC. from **June 2021 to November 2023**

Office Location: Charlottesville, Virginia | Phone: +1 434 961 2584 | Website: <https://escmatrix.com>

In this role, I scrutinized the company's Java/R/Podman/Node.js/HTML/CSS/SASS/Javascript/PostgreSQL web development process, QA tested big data web apps on varied environments (AWS, Localhost, BrowserStack), unit tested ESC's proprietary development framework, wrote technical documentation, kept track of ongoing issues/bugs across multiple projects, QA tested big data renders via automated tests, and QA tested data manually on LibreOfficeCalc/WebApp.

Full Stack Developer at PetroPages, INC. from **July 2018 to April 2021**

Office Location: Webster, TX | Phone: +1 281 316 0353 | Website: <https://petropages.com>

Onsite, I worked on enterprise & medium business scale projects, secured servers (Linux, Ubuntu, CentOS, Azure, AWS, GCP), encrypted databases (MySQL, MariaDB), shielded REST API endpoints, hardened/encrypted/sanitized/speed-optimized digital products (LetsEncrypt, Fail2Ban, and more!), executed the company-wide switch to GIT version control with CI/CD along with Adrian (CTO), converted front-end mockup designs into HTML/CSS/JavaScript/PHP/WordPress, executed architecture updates/upgrades (LAMP, GCP, AWS, Azure), crafted HubSpot marketing campaigns, and maintained/troubleshooted/debugged back-end programming (PHP and .NET).

Business Manager at SignDepotATX from **December 2015 to January 2017**

Office Location: Austin, TX | Phone: +1 512 219 8000 | Website: <https://signdepotatx.com>

I began as a graphic designer setting up print files but was promoted to business manager once I started talking to clients/prospects and increasing sales volume. As manager, I managed interns/designers/production/shop workflows, created sales training manuals with Fernando which increased sales, maintained vendor/client relations, designed signage/branding/marketing material using Photoshop/Illustrator, executed organic SEO campaigns on Magento Store, sent out mass communications using MailChimp, and created successful marketing campaigns.

Creative Director at Image Master Group - A Division of XL Sales & Marketing, LLC. from **February 2012 to November 2015**

Office Location: Austin, TX | Phone: +1 512 365 0135 | Website: <https://imagemastergroup.com>

Along with Jose (CEO), I designed company catalogs, created sales presentations for the sales team, created digital graphics for web use, art directed creative marketing campaigns, designed marketing material/promo videos/TV ads/social media imagery/signage/ambient event imagery using Photoshop/Illustrator/Premiere/Sparkle, developed company website using Wix, pushed mass communications via Constant Contact, and developed brochure websites for clientele using Notepad++/HTML/CSS/JavaScript/PHP/WHM with cPanel hosting.

Education

Bachelor's of Science in Graphic & Web Design Program from The Art Institute in Austin, TX from August 2010 to July 2014