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# Full-stack PHP Developer

## About me

Senior Full-stack PHP Developer with over 20 years of diverse experience. My expertise encompasses the development of new, full-scale websites from scratch, as well as the enhancement of existing products. I am dedicated to identifying the most practical solutions to meet business strategic objectives through a hands-on approach.

### Key Skills:

- Programming Languages: PHP, JavaScript, CSS.
- Frameworks: Laravel, Bitrix, Vue.
- Databases: MySQL, Redis, MongoDB.
- Base Server Administration: Debian, Ubuntu, CentOS.
- Search Engines: Meilisearch, Manticore, Sphinx.
- Setup: nginx, php-fpm, mysql.

### Expertise Highlights:

- Full-cycle development of websites and applications, from concept to deployment.
- Practical experience in building and maintaining e-commerce platforms and fintech solutions.
- Modernizing and optimizing legacy systems for improved performance and scalability.
- Strong analytical skills to devise effective, business-oriented technical solutions.
- Comprehensive experience in server configuration and deployment.
- Collaborative team player with a focus on achieving measurable results.

## Work experience

### Senior PHP Developer · Ibeauty · Moscow

*October 2021 - Present · 3 years 10 months*

- Conducted a comprehensive website audit, pinpointing areas for improvement aligned with the new sales strategy. Efficiently allocated resources across internal and external teams to ensure timely and effective task execution.
- Redesigned and optimized the company's website, leading to a 30% increase in user engagement and enhanced customer satisfaction.

👤 46 years

♂ Male

📍 Chișinău

in

## TOP Skills

- **MySQL** · 15 years
- **PHP** · 15 years
- **CSS** · 12 years
- **Wordpress** · 9 years
- **JavaScript** · 9 years
- **Laravel** · 5 years

## Preferences

- Full-time
- No schedule
- Flexible
- In-house
- Hybrid
- Remote

## Languages

- **Romanian** · Elementary
- **Russian** · Native
- **English** · Medium

## Skills

- Bitrix
- Git
- Redis
- MongoDB
- Javascript

- MySQL
- Laravel
- PHP

- Successfully integrated external systems (Mindbox, RetailCRM, CDEK, 5Post, Robokassa) and internal services (MSSQL, Axapta), as well as analytics platforms (Google Analytics / Universal Analytics, Yandex.Metrica), ensuring seamless functionality and data-driven insights.

- Strengthened website security by performing detailed security audits and implementing robust security protocols, which resulted in a notable reduction in security incidents and improved protection of user data.

- Implemented advanced website acceleration techniques, optimizing CSS, JavaScript, images, and fonts, resulting in faster load times, improved user experience, and higher search engine rankings. Additionally, configured server environments (nginx, php-fpm, MySQL) to enhance performance and scalability.

**Skills:** Laravel, Vue.js, PHP, JavaScript, Nginx, MySQL, Redis, MongoDB

## **Founder of Selux · Selux · Moscow**

*June 2018 - June 2024 · 6 years 1 month*

- Set up a marketing agency. Held complete responsibility for the project: concept, project management, financial results.

- Created a comprehensive website from scratch, featuring more than 300 000 SKUs.

- Implemented automated data processing from external sources (XML, JSON, CSV).

- Guided a project team, including web analysts, developers, marketing manager.

- Implemented sophisticated analytics systems, including E-commerce Google Analytics, Universal Analytics, and Yandex.Metrica.

- Developed an internal data analytics system, enabling real-time analysis of price and balance dynamics and the identification of demand trends.

- Implemented CRM Bitrix24, streamlining the management of orders, leads, and calls.

**Skills:** PHP, Wordpress, CSS, Javascript, MySQL

## **Senior PHP Developer · MDM · Moscow**

*December 2018 - July 2021 · 2 years 8 months*

- Developed a strategy of website optimization and development, set clear goals for external development teams, resulting in a 20% budget optimization.

Integrated web site with payment, delivery and analytics services. Accounting system, REST API exchanges.

- Conducted code reviews and migrations, improving code quality and security, resulting in a 70% reduction in bugs and vulnerabilities. Implemented version control practices via Git.

- Enhanced website performance and reduced page load times by 30%.

- Web pack built. Configured and optimized nginx, mysql, php-fpm.

Skills: PHP, Laravel, MySQL, Git, GitLab, Css, Vue.js, Redis

## **Head of IT · Happy Gifts · Moscow**

*August 2016 - February 2018 · 1 year 7 months*

- Created a comprehensive IT strategy, resulting in a 10% improvement in overall IT efficiency. Ensured uninterrupted operation of 17 branches in the CIS.
- Managed budget planning, optimized resource allocation and achieved a 15% reduction in operational costs while maintaining and enhancing service quality.
- Led web development initiatives, including writing technical specifications, managed front-end and back-end developers.
- Formed a team, implemented a performance-based motivation system, 18 direct reports.
- Organized and controlled all aspects of website projects, from concept and design to development, testing, usability, and analytics, leading to a 40% increase in user engagement.
- Optimized and expanded the infrastructure while replacing outdated equipment.
- Implemented effective data backup procedures and server monitoring, reducing data loss and enhancing system security.
- Increased the share of online sales by 12% annually by enhancing website quality and optimizing user experience.

Skills: Agile Methodology, Agile, Git, Web Servers, Nginx, MySQL, PHP

## **Full-stack PHP Developer · Kokos · Moscow**

*May 2013 - June 2016 · 3 years 2 months*

- Conceptualized, developed, and launched new internet projects.
- Optimized and improved existing web sites.
- Integrated the company's website with a CRM system.
- Configured and managed Google Tag Manager (GTM), Google - Analytics, and Yandex.Metrics.
- Assumed technical leadership for the initiation and implementation of the complex part of a new project - Callback.

Skills: Bitrix, Javascript, CSS, HTML, MySQL, PHP

## **Full-stack PHP Developer · Amadlaw · Dubai**

*July 2009 - May 2013 · 3 years 11 months*

- Led the development of the company's websites.
- Developed and implemented SEO strategy ensuring a 20% improvement in website user experience, a 25% increase in website visibility on search engines, and increase in organic lead generation.
- Optimized the company's server infrastructure, achieving a 40% reduction in server response times, a 25% decrease in operational costs.

Skills: PHP, MySQL, CSS, SEO, Wordpress

## **Senior specialist** · Dexia bank · Moscow/Istanbul

*April 2008 - January 2009 · 10 months*

- Initiated and launched a comprehensive internal intranet portal from the ground up using Microsoft SharePoint Server 2007, enhancing internal communication and collaboration efficiency.
- Developed and managed the company's website, engaging and overseeing a team of 5 contractors.
- Devised and executed a strategic website promotion plan, resulting in a 25% growth in online traffic, improvement in search engine rankings, and a 10% increase in organic leads.
- Crafted technical specifications and provided supervision throughout the implementation process.

Led the Usability and SEO audits.

Skills: SEO, Microsoft SharePoint, MySQL

## **Desired industry**

- IT, Tech

## **Education: Higher**

## **Courses, trainings**

### **Linux for intermediate level**

*Graduated in 2019*

Organizer: Udemy

### **NoSQL Databases**

*Graduated in 2018*

Organizer: Hexlet

### **Web analytics**

*Graduated in 2015*

Organizer: Unibrains

### **Fundamentals of Information Security**

*Graduated in 2013*

Organizer: University of Information Technology

### **Fundamentals of Software Project Management**

*Graduated in 2012*

Organizer: University of Information Technology

### **Web programming: PHP**

*Graduated in 2007*

Organizer: University of Information Technology

## **HTML**

*Graduated in 2006*  
Organizer: Retratch