JUAN MARTIN

Senior Full Stack Developer

Contact Information

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Senior Full Stack Developer | Laravel & React | Shopify Solutions Architect | E-commerce & HealthTech

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ABOUT ME

Full stack developer with **10+ years of experience** building and scaling web applications that support business growth across e-commerce, SaaS, and healthcare. **Valedictorian Computer Engineer** and entrepreneur with a track record of delivering solutions used by **hundreds of companies** and **thousands of users**.

Experienced in leading projects end-to-end, mentoring developers, and translating business needs into reliable, scalable platforms. Key achievements include:

- Developed **20+ specialized applications** for the U.S. event rental industry
- Created Shopify and WordPress solutions for businesses expanding online
- Delivered projects for companies featured on **Shark Tank**

Currently focused on Laravel, React, and modern e-commerce platforms, with a growing interest in applying **AI and automation** to improve workflows and product capabilities.

PROFESSIONAL EXPERIENCE

Head Programmer & Partner

Spider Web Development | *2015 – Present*

Lead technical strategy and oversee development for a U.S. web development company serving the party and event rental industry.

Key Achievements:

- Developed **20+ specialized web applications** adopted by **300+ rental companies**, transforming booking processes and digital operations
- Built custom **Shopify e-commerce solutions** for party rental companies and businesses expanding their online presence
- Enhanced **SEO initiatives** by improving client conversions, analyzing performance with Google Analytics, and advising customers on digital strategies
- **Mentored 2+ junior developers**, providing technical guidance and code reviews
- Designed **mobile-first websites** optimized for user experience and conversions
- Delivered **WordPress-based e-commerce platforms** to expand client options and improve flexibility

Technologies: Laravel, PHP, React, JavaScript, Shopify, Liquid, MySQL, APIs, Git, WordPress

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Technology Analyst / SEO & Web Specialist

My Doctor Medical Group Inc. | *May 2023 – Apr 2025*

Oversaw digital operations for a healthcare organization, managing projects and delivering secure, compliant applications.

Key Achievements:

- Built a **Laravel-based patient and lead management portal** for insurance agents, streamlining scheduling and access for **100+ patients**
- Implemented **SEO best practices** that strengthened search visibility and improved digital presence
- Managed the organization's **medical blog**, publishing content twice weekly and later monthly as requested
- Oversaw **all company websites**, including platforms for healthcare, insurance agents, dental services, and other in-house projects
- Designed and maintained **secure database systems** aligned with **HIPAA requirements**
- Rebuilt the company website with **responsive design**, enhancing user experience across devices

Technologies: Laravel, PHP, MySQL, Git, CI/CD

Senior Software Developer

Bitmotive, LLC | *2018 – 2023*

Led Shopify development projects for veteran-owned, million-dollar companies.

Key Achievements:

- Optimized **15+ Shopify stores**, improving conversion rates and increasing order value
- Created **custom checkout flows** that reduced cart abandonment
- **Supervised a team of 5 developers**, mentoring and conducting code reviews
- Delivered **custom apps and integrations** tailored to client business models

Technologies: Shopify, Liquid, JavaScript (ES6+), HTML5, CSS3/SASS, APIs, Git

Freelance Web Developer

juanmartin.dev | *2015 – 2023*

Delivered custom websites and digital solutions for clients across industries, including agencies representing companies featured on **Shark Tank**.

Key Achievements:

- Built **responsive, SEO-friendly websites** that improved search visibility and user experience
- Developed **custom WordPress plugins**, e-commerce platforms, and CMS solutions
- Created **Shopify stores and customizations** for high-profile e-commerce brands
- Maintained **long-term client relationships** through reliable delivery and ongoing support

Technologies: WordPress, Shopify, PHP, JavaScript, MySQL

VP & Co-Founder

Tecvigraphik, C.A. | *2012 – 2013*

Co-founded a digital agency offering web development and marketing services.

Key Achievements:

- Acquired **15+ clients** within the first six months
- Directed **digital campaigns** that increased client engagement

EDUCATION

B.Sc. in Computer Engineering (Valedictorian)
Universidad José Antonio Páez, Venezuela | 2008 – 2012

CORE SKILLS

Technical Skills

Backend: Laravel, PHP, Node.js, MySQL, API Development
Frontend: React.js, JavaScript (ES6+), HTML5, CSS3/SASS
E-commerce: Shopify (themes, apps, CRO), WordPress E-commerce
Tools & Workflow: Git, CI/CD, SaaS Applications

Leadership Skills

Team Mentorship | Project Ownership | Technical Strategy | Client Management

E-commerce Expertise

Shopify Development | WordPress E-commerce | SaaS Applications | SEO | CRO

Emerging Technologies

AI Workflow Integration | Prompt Engineering

LANGUAGES

English - Native
Spanish - Native