

# Leni Neto

Gloucester, England, United Kingdom

leni@lenineto.com

+447436227723

[linkedin.com/in/lenineto](https://www.linkedin.com/in/lenineto)

## Summary

As a Senior Web Developer at Unified, I leverage my 12+ years of experience in web development, WordPress, and Google Cloud to create innovative and scalable solutions for clients across various industries. I specialise in WordPress/WooCommerce, and I have successfully delivered complex Laravel and Symfony projects involving API integrations, deployment pipeline automations, and performance optimisations.

Previously, I was a Senior Software Engineer at Cardstream, a leading fintech company, where I led the Platform team and handled a wide range of tasks, from code review to deployments. I was able to reduce the transaction processing time by 50 milliseconds, saving more than 9 hours of CPU processing per day.

I'm also an experienced Sys Admin and I have a passion for digital marketing, and I have acquired several certifications and skills in SEO, Google Ads, and Google My Business.

## Experience

### Web Architect

Cyber5

Feb 2015 - Present (9 years 2 months)

### Senior Developer at Unified

Unified

Dec 2022 - Jan 2024 (1 year 2 months)

Back to the agency scene, and it's being challenging as usual. Building WooCommerce websites, bespoke themes and plugins, complex API integrations, and deployment pipeline automations are part of my daily routine. One recent challenge was the creation of a Symfony app that integrates WooCommerce and Akeneo PIM, using Akeneo as the SSOT.

### Senior Software Engineer

Cardstream

Jul 2021 - Dec 2022 (1 year 6 months)

My first time working in fintech and it was an amazing experience. I was the leader of the Platform team and my role involved researching, planning, development, and deployment. It was a challenging and fast paced environment, and I covered a broad range of tasks, from code review to deployments. When processing 1000s of credit card transactions a day, every millisecond counts. In a platform update I was able to shave around 50ms per transaction, saving more than 9h of CPU processing per day.

### Web Developer

Moore-Wilson New Media

Jul 2020 - Jul 2021 (1 year 1 month)

I was the leader of the Suite 1 Team and the Scrum Master. I've worked on Drupal, WordPress, Statamic and Laravel projects. My role involved 70% development and 30% management. The chance to be involved in every step of a project, from the planning sessions to launching, and the range of projects and clients (mostly large websites and governmental agencies) on which I have been involved, was incredible.

## **Web Architect & IT Manager**

### **3X Fat Loss Inc**

Feb 2012 - Jul 2020 (8 years 6 months)

Comprehensive infrastructure management, including HA websites and database cluster

Website development, deployment & management

Systems Integration

Research & Development

Troubleshooting

SEO (Search Engine Optimization) including link analysis, internal linking, keyword research and on-site optimization. SEO was a big part of their product marketing.

## **Web Architect & IT Manager**

### **Brilliant Exchange Inc**

Feb 2012 - Jul 2020 (8 years 6 months)

Comprehensive infrastructure management, including HA websites and database cluster

Website development, deployment & management

Systems Integration

Research & Development

Troubleshooting

SEO (Search Engine Optimization) including link analysis, internal linking, keyword research, search intent, onsite optimization and offsite optimization.

During many years I worked directly the company's director creating SEO strategies and performing keyword research for different content and products. SEO was a big part of our product marketing. We had a lot of organic traffic.

We produced incredible results and the company held a strong position on highly competitive keywords. All our internal brands were #1 in their respective set of keywords.

## **Search Engine Optimization Manager**

### **Marketing Vertical Brasil**

Jan 2010 - Feb 2012 (2 years 2 months)

MV Brasil was a company specialized in vertical marketing, and SEO was a huge part of their strategy.

I've designed and implemented their SEO platform, which included the automatic deployment of hundreds of WordPress sites, each one focused around an specific keyword.

The system was fully automated, from the domain matching availability to the domain purchase, DNS setup, web server configuration and website deployment.

We achieved countless #1 position in Google's SERPs for different clients, in record time.

I was also hands-on on SEO as I'm really passionate about it. SEO technical analysis, link acquisition techniques, internal linking strategy, content production management, on-page SEO, off-page SEO and content production management were part of my daily routine.

## Education



### **Solent University**

Master of Science - MS, Web Page, Digital/Multimedia and Information Resources Design



### **Udacity**

Nanodegree, Mobile Web  
2017 - Present



### **Universidade de Taubaté**

Engenharia Elétrica, Engenharia Elétrica  
1993 - 1996



### **Instituto Nacional de Telecomunicações - Inatel**

Engenharia de Telecomunicações, Engenharia Elétrica  
1991 - 1992

## Licenses & Certifications



**Google Developer Challenge Scholarship** - Udacity



**The Online Marketing Fundamentals** - Google



**Google My Business Basics** - Google



**Google AdWords Fundamentals** - Google



**Google Ads Search Certification** - Google  
45267895



**Google Ads Display Certification** - Google  
38208289



**Google Shopping Ads Certification** - Google  
45647072

## Skills

Design Patterns • Amazon EC2 • API Development • Symfony Framework • Automation • Docker Products • jQuery • Laravel • HTML5 • PHP