

DANILO DE LUNA

SENIOR FULL STACK WEB DEVELOPER

PROFESSIONAL SUMMARY

Senior Full Stack Developer with 18+ years of experience delivering end-to-end web solutions—from development and system architecture to UI/UX design, SEO, and database optimization. Specialized in PHP, Laravel, WordPress, and Shopify (Liquid), with strong expertise in RESTful APIs, custom CMS platforms, and eCommerce systems. Experienced in MySQL optimization, server management, performance tuning, and secure development practices. Combines reliable execution with a holistic approach, ensuring scalable, user-friendly, and search-optimized applications.

WORK EXPERIENCE

Wordpress Developer

Cosmick Medial LLC

Oct 2025 - Feb 2026

- Resolved development tickets and implemented feature enhancements for WordPress websites based on client requirements. Maintained and updated existing WordPress sites, troubleshooting issues, improving functionality, and ensuring stable performance. Worked closely with the team to deploy updates, fix bugs, and support ongoing website improvements.

Senior Full Stack Developer

Outbounders.com

August 2012 - September 2025

- Led the development of a web platform launched in 2012, scaling to 100,000+ users, overseeing system architecture, integrations, and long-term maintainability—continuously serving users to this day.
- Directed a team of developers, managing planning, task delegation, and code reviews to ensure consistent, high-quality delivery.
- Actively contributed to development and technical decision-making, implementing scalable solutions and performance optimizations.
- Collaborated with clients and cross-functional teams (HR, payroll, support) to gather requirements and deliver tailored solutions.
- Managed server infrastructure, deployments, and database operations, including security updates and performance tuning.
- Handled bug reports and feature requests, ensuring rapid resolution and continuous system improvement.
- Reported progress, risks, and strategic recommendations directly to executive leadership.
- Led developer hiring and onboarding, aligning team capabilities with business goals and budget constraints.

CONTACT

Website: danideluna.dev

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LinkedIn: linkedin.com/in/danideluna

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Location: Baguio City, Philippines

SKILLS

Proficient in:

- PHP
- Laravel
- WordPress (PSD to HTML, Custom Theme Development)
- Shopify (Customization and Store Integration)
- MySQL / MariaDB
- API Integration
- CodeIgniter
- HTML5, CSS3, Responsive Design
- Stripe & PayPal Payment Gateway Integration
- Github, Gitlab, Bitbucket
- Web Design
- UI/UX Design
- Adobe Photoshop
- PhpStorm
- WHM / cPanel
- Jquery
- Bootstrap

Experience with

- Project Management
- Server Management
- CI/CD Automation
- Docker
- PHPUnit
- PostgreSQL
- Vue.js
- React.js
- Flutter
- Python (used for automation and AI integration)
- Google Apps Script (email automation, PDF generation)
- OpenAI Integration
- Figma

Backend Web Developer

Oxydo MMs

April 2012 - August 2012

- Built and maintained backend systems and RESTful APIs for mobile and cross-platform integrations.
- Collaborated with mobile developers to ensure seamless data flow and performance.
- Enhanced web applications based on client needs, focusing on scalability and usability.

Web Designer & Developer

Freelance / Independent

February 2012 - April 2012

- Designed and developed custom WordPress and e-commerce websites aligned with client goals and brand identity.
- Delivered responsive, user-friendly interfaces with attention to performance and SEO.
- Participated in and won multiple web design contests, refining both creative and technical skills under competitive pressure.

Web Developer / IT Specialist

Transcripro Philippines Inc.

August 2007 - May 2012

- Developed and maintained internal web applications, including e-learning, payroll systems, and custom tools.
- Provided technical support, troubleshooting hardware/software issues and training staff on new systems.
- Installed and configured transcription software, ensuring compatibility with company workflows.
- Designed and implemented local network infrastructure to improve reliability and performance.
- Built and maintained IVR systems to streamline communication and call routing.

IT Instructor

Agoo Computer College

February 2012 - April 2012

- Taught lectures and hands-on sessions in programming, computer fundamentals, and IT-related subjects to college-level students.
- Mentored students on technical projects and reinforced industry-relevant skills.

- SEO/GEO
- Google Analytics & Google Search
- Figma
- Agile / Scrum methodologies
- Jira, Trello, Asana
- SPF, DKIM, DMARC configuration
- SMTP troubleshooting
- Security best practices (SSL, firewalls & Laravel apps)

Familiar with

- Node.js
- TypeScript
- GraphQL
- Firebase
- Supabase
- LangChain (AI Orchestration)
- Airtable (API & Workflow Integration)
- Telegram Bot Integration
- Make.com & Zapier Automation
- Facebook Ads

EDUCATION

Bachelor of Science in Computer Science

University of Baguio

Graduated October 2005

- Developed a Guidance Counseling System as part of On-the-Job Training (OJT) requirements.
- Developed a Bus Reservation System as a capstone thesis project, demonstrating early skills in system design and development.
- Athletic Awardee and Team Captain of the university's varsity chess team from sophomore year; led the team to five consecutive championships.