

Piero Aiello

Full Stack Developer · PHP · Laravel · WordPress · React · AI Integration

CONTACT

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SKILLS

Languages

PHP 8+, JS ES6+, TypeScript, SQL

Frameworks

React, Laravel, Node.js, Alpine.js

CMS / E-com

WordPress, WooCommerce, PrestaShop

Databases

MySQL, PostgreSQL, MongoDB, Firebase

AI & LLM

OpenAI API, Claude API, MCP Protocol, Embeddings, Vector DB

DevOps

Git, Docker, Composer, Linux/CLI, REST API, Cloud (VPS/SaaS)

LANGUAGES

Italian – Native

English – C1

Portuguese – B2

EDUCATION

Udemy Author

11,089 active students
WordPress Plugin Dev, Advanced PHP, Customizer API, Full Stack Web

AVAILABILITY

Remote · Travel · Relocation

PROFESSIONAL PROFILE

Full Stack Developer with over 16 years of experience. Specialised in advanced WordPress plugins, headless architectures with React, PHP/Laravel backends and AI integrations (OpenAI, Claude, MCP Protocol). I work on complex projects with a strong focus on performance, scalability and intelligent automation.

WORK EXPERIENCE

Ovation S.R.L. – Dynamic Content for Elementor

Senior Plugin Developer · 2021 – present

- Development of advanced features for DCE, a WordPress plugin with 200k+ active installations
- React/TypeScript components for Elementor v4 and Gutenberg; custom REST API in PHP 8+
- Integration of MCP Server "Novamira" for AI-powered workflows directly within WordPress

Olezzante S.A.S.

Full Stack Developer · 2023 – present

- Business management system with WordPress headless (backend) + React SPA (frontend)
- REST API with JWT authentication, granular roles/permissions and real-time sync via Firebase
- MySQL query optimisation and deployment on Docker/Linux infrastructure

FluidHub

External Consultant & Code Review Lead · 2022 – present

- Consulting on WordPress/WooCommerce architecture and code quality standards
- Systematic code review: PHP/JS best practices, application security and performance

UniFAD S.R.L.

Full Stack Developer · 2023 – 2025

- Advanced WooCommerce cart customisations in React with optimised UX
- API integration with internal ERP for automatic synchronisation of orders and products

IRIN S.R.L.S.

Plugin Developer – AI & Automation · 2023 – 2024

- WooCommerce plugin for abandoned cart recovery via WhatsApp + AI (OpenAI)
- Dynamically generated personalised messages based on customer profile and cart contents

Digital Corporation (Own Studio)

Full Stack Developer & Consultant · 2017 – present

- Custom WordPress plugins and themes, Laravel backends for SaaS and API-first applications
- Payment gateway integration (Stripe, PayPal), shipping APIs and ERP systems

RECENT PROJECTS & PLUGINS

Dynamic Content for Elementor (DCE)

Active contributor to the plugin with 200k+ installations. Advanced widgets, loop templates, Elementor v4 integrations.

Stack: PHP 8+, React, TypeScript, Elementor SDK

MCP Server "Novamira" per WordPress

MCP server exposing WordPress as a data source for AI agents. Read/write content, metadata and editorial workflows directly from the IDE.

Stack: PHP, Node.js, MCP SDK, Claude API

AI Plugin – CMS Content Vectorisation for LLMs

Automatically indexes and vectorises WordPress content (posts, CPT, ACF) to enable semantic search and bidirectional communication with LLMs.

Stack: PHP, OpenAI Embeddings API, Pinecone / pgvector

WooCommerce Plugin – Custom Payment Gateway

Custom payment gateway with support for instalment payments, deferred bank transfers and advanced checkout flows.

Stack: PHP, WooCommerce Payment API, REST API

AI Plugin – Cart Recovery (WhatsApp + OpenAI)

Automatic WooCommerce cart recovery with AI-generated WhatsApp messages based on customer profile.

Stack: PHP, WhatsApp Business API, OpenAI API

WP Export Studio

Custom CSV exports for WordPress with Custom Post Types, calculated fields and advanced configurations.

Stack: PHP, React, WordPress REST API

Farmadati Integration for WooCommerce (SOAP)

Automatic pharmaceutical catalogue sync (images, prices, EAN, VAT) via SOAP API with batch processing.

Stack: PHP, SOAP API, WooCommerce

CassaNuova API + WordPress Plugin

Bidirectional sync between WooCommerce and CassaNuova ERP: products, orders, customers and stock in real-time.

Stack: PHP, REST API, WooCommerce, WordPress Cron

OpenClaw u2013 Integrazione AI Agent per Aziende

Customisation and integration of OpenClaw (AI personal agent) to automate internal business workflows via integration with messaging platforms and existing tools.

Stack: Node.js, OpenRouter, OpenClaw, API Integration

Cloud / SaaS Management Systems

Development of web-based management applications accessible via browser, with scalable architectures, multi-role authentication and cloud infrastructure deployment.

Stack: React, Laravel, PHP, MySQL, Docker, VPS/Cloud