

Piero Aiello

Full-Stack Developer – WordPress / React / PHP

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Profile

Full-stack developer with over 15 years of experience in web development. Specialized in WordPress and WooCommerce (advanced plugins and integrations), React, REST APIs, and scalable architectures. Passionate about backend engineering, with strong frontend skills as well. Experienced in managing complex projects, both in teams and as a freelancer, with focus on performance, security, and innovation.

Technical Skills

- Languages: PHP, JavaScript (ES6+), Node.js, SQL, NoSQL
- Frameworks/Libraries: React, Gutenberg, Alpine.js, Vue.js
- CMS/E-commerce: WordPress, WooCommerce, PrestaShop, Drupal, Joomla
- Databases: MySQL, PostgreSQL, MongoDB
- Other: API design and integrations, Composer, Git, Docker, AI integration

Selected Work Experience

Ovation S.R.L. (2021 – present)

Part of the Dev team of Dynamic Content for Elementor. Development of complex new features, plugins, and advanced components (PHP, React, Gutenberg).

Olezzante S.A.S. (2023 – 2025)

Designed and developed a custom management system integrated with WordPress (backend) and React (frontend). Implemented secure APIs, roles & permissions, and real-time updates. Optimized database queries for performance and scalability.

UniFAD S.R.L. (2023 – 2025)

Developed advanced React-based cart customizations and API integrations with internal ERP. Improved UX and purchasing flows.

IRIN S.R.L.S. (2023 – 2024)

Developed a WordPress plugin for abandoned cart management integrated with WhatsApp and AI. Increased conversion rate with automated personalized notifications.

Digital Corporation (Freelance) (2017 – present)

Created custom WordPress plugins and themes. Developed APIs and integrated systems (payments, shipping). Provided consulting and custom solutions for SMEs.

Udemy (2017 – present)

Author of web development courses with over 9,000 active students. Main courses: WordPress, Plugin Development, Customizer API, Advanced PHP.

Education

- Advanced courses in Web Protocols and Security – Studio Delta, Bari

Languages

- Italian (native)
- English (C1)
- Portuguese (B2)

Availability

Remote, business trips, and relocation available.