



Jorge A. Morêra de Moura

35 years, Full-Stack Developer | Systems Analyst

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Rua Sabadin, 19, Cerquillo, Centro, SP

Experienced Full Stack Developer | Systems Analyst with a background in project management and investments. 10+ years of experience programming with passion. Self learner with the will to exchange knowledge between colleagues.

EXPERIENCE

SENIOR PHP ENGINEER:

Digital Air Strike (Scottsdale, Arizona) Jul, 2022 – Current

Company's Website: <https://digitalairstrike.com/>

Description: "Digital Air Strike is the leading customer engagement technology partner helping 7,700+ businesses leverage digital and social media environments. Our technology, team, and culture contribute to the success of our clients."

Activities:

- Create and maintain projects using vanilla PHP
- Build and maintain projects using Laravel
- Develop and maintain projects using Java
- Set up CI/CD pipelines for projects using Bitbucket and Azure DevOps
- Conduct daily standups using Scrum Methodology, managed within JIRA Software
- Upgrade and migrate projects to newer versions of PHP and Laravel
- Manage and create ARM Templates for resource management in the Azure Portal
- Configure projects to utilize Docker containers and deploy them via pipelines.



Contribution:

As part of my job, I migrate projects from their original hosts to Azure Servers using CI/CD. I also update any deprecated versions of code and frameworks to the latest technology. To accomplish tasks that are prioritized and approved by department heads, I write efficient, reusable code that adheres to PSR-2 coding standards.

When working on new projects, my team and I utilize Laravel, Vue.js, and PHP as needed based on the project requirements. We also follow test-driven-development best practices that are defined within the team.

Depending on the scope of the project, I may work with Trax, Laravel, or other frameworks. It's important for me to be present for scheduled SCRUM meetings to discuss sprints, projects, tasks, and tickets.

Throughout the development process, I interact with Development, Product, and Support department heads as needed to complete assigned tasks. To manage project and development priorities, we utilize Jira. For code version control and code review, we utilize BitBucket.

Before submitting any new or modified code, I personally and programmatically test it. I also review others' code for bugs, logical errors, and/or performance issues and approve or deny it as appropriate.

References:

- **Daniel Osten:** IT Director daston@digitalairstrike.com
- **Ian McKeown:** Senior PHP Developer imckeown@digitalairstrike.com

SENIOR SYSTEMS ANALYST:

WA Fenix (Cerquillo-SP, Brasil) Mar, 2021 – May, 2022

Company's Website: <https://wafx.global/>

Description: "WA Fenix has offered services to IT clients for more than three decades in Brazil. At the start, the company was initially focused on training teams but rapidly expanded its service offering to consultancy and projects development in corporate software applications. Today, we are global with clients in Latin America , US, Canada and Europe."

Activities:

- Developing an ERP using VB.NET (Entity Framework)
- Developing and maintaining the database using SQL Server
- Utilizing ADO.NET Database First approach
- Developing Windows Form applications using .Net Framework 4.0
- Leading a team of 5 programmers
- Integrating the product builder software with Dynamics 365 ERP using XML Requests
- Studying engineering processes and translating them into code
- Creating solutions for product creation and cost management
- Configuring K3s Kubernetes in a Linux virtual machine
- Maintaining the company's intranet web page using ASP.NET, JavaScript, and jQuery.



Contribution:

As the lead developer, I was responsible for creating a product builder software called Sana365 using VB.NET with windows forms. One of the key areas of the software is the master data section, where engineers input important data such as costs, material waste, machinery details, and running time.

To ensure code standardization, I created a template with standard code that other developers should use when developing window forms. In total, I developed more than 150 screens out of 400.

I also developed the entire calculation sector from scratch, which involves processing data from the master data section. The software supports over 15 types of wires, each with its own logic and the possibility of mixing with other products. For example, to calculate a transposed wire, I first calculate the bare wire and then the enameled wire that comes from it before calculating the transposed wire.

To create this logic, I worked with the engineering team in many brainstorming sessions about how to add wires for each phase into a drum split. The conditioning complexity was high because of all the system and client rules.

I developed the API between SANA365 and the company's ERP Dynamics 365 using REST API with XML as a request body and OAUTH2 authentication.

I also attended many meetings with the IT team from ASTA in Austria, who were responsible for making Dynamics 365 work together with SANA365 and enabling the REST API endpoints for testing and production levels.

Furthermore, I configured VM instances with UBUNTU 20.04 for the company using Kubernetes. This allowed us to avoid hiring a company to do the job, saving time and money.

References:

- **Erasmus Carlos Xavier:** Project Manager PPE Fios +55 15 981 191 897
- **Luis Tadeu Marson:** IT Manager PPE Fios +55 15 981 193 351

SENIOR SYSTEMS ANALYST:

Corporación PJ (Lima, PE) Oct, 2018 – Mar, 2021

Company's Website: <https://apuestatotal.com>

Description: “Apuesta Total is a brand of the company FREE GAMES B.V. A company of Peruvian investors that, like our brand, fully bets on our market. Our company is licensed and complies with all the required standards to provide you with the security you need. “

Activities:

- Develop ERP With LAMP Stack
- Develop Laravel + Vue3 + Inertia stack for stock control APP (Food and beverage consumption in casinos and bet houses)
- Manage Linux Servers in GCloud, Amazon AWS and Telefonica Peru
- Create VMs with Docker containers, Laravel Sail and/or configure from scratch (LAMP - Stack, SSH connections and key pairs, Certbot LetsEncrypt)
- Configure serverless using Laravel Vapor
- Configure Zimbra Open Source Email Platform, maintain and implement
- Lead a team of 10 programmers and a data analyst using agile methods
- Create a sharing and learning environment amongst programmers
- Use Vanilla PHP with PHPSpreadsheets to generate reports
- Follow agile methods (Scrum) good practices using Slack and Jira IDEs
- Develop Laravel apps with Vue / Livewire / Inertia
- Integrate Escon DataGate for online tax deductions
- Integrate Concar platform for accountability
- Teach Jr. Developers how to program, allowing them to work together solving simple tasks and giving opportunities to ascend
- Use Browser Automation with Selenium for web scraping and feature tests
- Integrate BetConstruct and Golden Race bet platforms within our ERP
- Translate SQL to MySQL scripts
- Optimize MySQL databases using EXPLAIN, treating slow queries and ERM best practices using Laravel ORM and Eloquent
- Use TDD unit and feature tests using PHPUnit
- Write code well using best practices, respecting PSR-12 ECS PHP rules
- Implement JQuery + Javascript in vanilla PHP applications



Contribution:

Initially, I joined the company as a mid-level developer with basic knowledge of Laravel. At the start, I developed several solutions for the main ERP called Gestion, using vanilla PHP, Javascript + JQuery, and Bootstrap. The ERP was responsible for collecting data from bets in all 200 betting houses and generating various reports. However, the software was poorly designed

and had many flaws, with different code standards, as multiple developers worked on it without following any standard.

After a few months, I started to understand the specifics of how the company works, and I began suggesting ideas to improve the software and create new ones with better purposes. Eventually, an IT Manager approved a PDCA (Plan Do Check Act) cycle, and I started pushing the team to work with Laravel for faster and standardized solutions. Many of my ideas were accepted, and we created the ERP Gestion version 2.0, which made me proud.

Within four months, I developed the whole ERP from scratch using Laravel best practices with TDD. During this period, I was the only developer in the company, and I managed to attend to other employees' needs and helped them find solutions related to the system.

When the company merged with a third-party software development team called Software3000, we experienced exponential growth. I was promoted to a senior developer, and together with the IT Manager, I managed ten new developers. I organized a 3-day webinar to teach them how to use Laravel, and we developed it for Apuesta Total (the main company).

I was in charge of developing a Kardex Stock Control and tax deduction SaaS called ATSnacks, which used Laravel + Vue3 + Bootstrap. This software was intended to sell food and beverages to all 400 places (the company doubled the bet houses). Later, I requested permission to branch out ATSnacks and use my version for a personal client called Bake Brothers, which is a bakery store in Lima - Peru that uses the ERP I built for Apuesta Total and was modified to suit their specific requirements.

To resolve the issue of buying commercial emails for all the employees (more than 3000), I implemented a Mail Server called Zimbra Open Source. Using Zimbra Open Source, the company was able to save 3000 Google accounts and then create them all on the Zimbra Server for free.

I performed several integrations with providers (Kasnet, Bet Construct, Golden Race, etc.) using REST APIs. Additionally, I created landing pages for instant events that required users to register and had a chance to be drawn and win prizes.

References:

- **Manuel Llaguno:** IT Manager +51 954 706 957
- **Tamara Calle:** Human Resources Manager +51 959 459 557

DEVELOPER:

Eshopex LLC. (Lima, PE) Sep, 2016 - Aug, 2018

Company's Website: <https://www.eshopex.com>

Description: "eShopex Shipper provides global reach with localized international support for Online Shopping in the USA. With more than fifteen years as industry leaders in Latin American logistics, eShopex provides USA businesses of all sizes a competitive, secure, and simple way to ship internationally."

Activities:

- Developed retail shops and modules using Magento 1.x and 2.x
- Created a real-time price calculator tool by extracting data from products listed on Ebay, Walmart, and Amazon
- Built an ERP system using CodeIgniter
- Developed a web scraper using Java 8 JDK and Selenium
- Created plugins for Magento Marketplace
- Developed front-end using Javascript, JQuery, and Bootstrap
- Automated browser actions to purchase products from online shops using C# and Selenium
- Maintained the main web page using ASP.NET, C#, and Javascript JQuery
- Developed browser extensions for Safari, Chrome, and Firefox
- Configured LAMP Stack (Ubuntu) servers in an AWS VM
- Configured NuSOAP WSDL between company endpoints (Client + Server)
- Integrated Ebay Sell & Buy Rest APIs, Amazon Buy APIs, Walmart APIs, and MercadoLibre + CBT APIs
- Integrated Amazon AWS (EC2, LightSail)
- Maintained and developed MySQL and SQL Server databases
- Integrated payment gateways with providers such as Aligned Payme, Webpay, Paypal, Planet Payment, and Khipu

**Contribution:**

I was responsible for developing and updating the retail shop using Magento 1.x and 2.x with Bootstrap, Javascript, and JQuery. I have also integrated the main page, developed in C#, with the retail shop using an iframe.

One of my major accomplishments was developing a real-time product calculator that can fetch products from stores like Amazon, eBay, and Walmart in the US, calculate the shipping and tax costs for South American countries like Chile, Peru, and Colombia, and add the product to the Magento retail shop. This allows clients to easily execute the payment for the product they want to buy.

I also developed a web scraping system using CodeIgniter and Selenium, which extracts products from Amazon and eBay and automatically posts them to the company's MercadoLibre shop account.

Using C# and Selenium, I created a fully automated browser automation system that allows an employee to add a product code to the system and then performs all the commands needed to buy the product from Amazon and eBay stores, and then posts the required information to the company's ERP.

Additionally, I have developed browser extensions for Firefox, Chrome, and Safari that display a banner from Eshopex on Amazon and eBay websites. This banner informs the customer of the price of the product if they choose to buy it from Eshopex.

To further enhance Magento's capabilities, I have also configured and developed modules for payment gateways that were not available in the Magento marketplace. Furthermore, I have set up a VM with LAMP for a project called Watchtower, a third-party software responsible for consuming BigCommerce and Shopify APIs and performing tasks within our partners' shops.

References:

Aldo Martinez: General Manager ESX PE +51 954 706 957

WEB DEVELOPER:

G&S GROUP Import (Lima, PE) Nov, 2015 – Aug, 2016

Company's Website: <http://www.gysgroup.com.pe>

Description: "We are a trading company of electrical materials, specialist in design solutions, engineering, implementation and project deployments."

Activities:

- Webpage development with Joomla 1.5x, JQuery, Javascript and CSS
- Database ERM development and seeding.
- LAMP Stack with GoDaddy Server Platform domain and SSL Certificate
- Design of the company's merchandise (Flyers, Logo, Banners, google ads, online media) Using Photoshop, Adobe Illustrator and Corel Draw



Contribution:

Developed an institutional webpage for the company using Joomla, along with Javascript + JQuery and custom CSS to showcase their information such as who we are, what we do, our services and contact details. In addition to

this, I have also configured the server to use shared hosting and a Godaddy domain.

To populate their product table, I have added over 10 thousand products individually.

References:

Alexander Gallardo: CEO +51 356 812 625

WEB DEVELOPER:

PERUMIN 32 – Mining Convention (Lima, PE) Apr, 2015 – Nov, 2015

Company's Website: <https://www.convencionminera.com>

Description: "The Peruvian Institute of Mining Engineers (IIMP) has based its success and prestige on the technical contribution delivered over almost eight decades since its founding. Since then, the IIMP has set out to be the leading institution, bringing together the best professionals in the field to address the great challenges faced by the mining industry in a constantly changing environment."

Activities:

- Developed NUSOAP web services using Vanilla PHP to facilitate communication with the company's ERP system.
- Maintained and developed a web page using Joomla 1.5, CSS Bootstrap 3, and Javascript JQuery, while also ensuring its proper functionality.
- Built the ERP system using Joomla and Vanilla PHP, as well as MySQL for structural database management.
- Configured payment gateways within the user's area.
- Defined and implemented user roles and system policies to ensure smooth operation.
- Maintained the Android and IOS Event's App to ensure seamless functionality.
- Maintained and developed Vanilla PHP scheduled reports, as well as configured cron jobs on the server.
- Conducted training sessions for over 50 individuals on the system's operations at the event, allowing them to sell and approve customer access.
- Worked under pressure, providing real-time solutions to issues as they arose while serving customers at the event.



Contribution:

Our team of two developers had the challenging task of completing the entire software for an event within a tight deadline of six months. The workload was demanding, with work hours stretching over 12 hours per day for the entire period.

We were responsible for developing the front-end template, backend resources, payment gateway integration, and ERP integration with SIE (Sistema Integrado de Eventos).

Despite the high pressure, we managed to complete the project one month before the event. We then traveled to Arequipa - PE, where the event was being held, and spent one month testing the software and fixing any issues.

A week before the event, I was tasked with training over 50 cashiers to use the system. With just two days to complete the training, I worked diligently to ensure that they could use the system with ease.

On the day of the event, I was in charge of ensuring that the cashiers had everything they needed to provide an excellent customer experience.

Following the event, my responsibilities included collecting data and creating several reports with detailed cost and performance metrics.

References:

Josefina Obregón: General Manager +51 977 100 111

Frida Cotera: Sponsors Manager: +51 986 291 346

Mary Verástegui: Human Resources Manager. +51 965 379 715

GENERAL MANAGER:

Daros Amaral & Moura LTDA - EPP (Cesário Lange, SP) Dec, 2013 – Dec, 2014

Description: Water and Bottled GNV Gas Supplier Company

Activities:

- Excel sheets development with VBA to stock control and orders.
- Manage a team with 5 employees.
- Work in any company position. (Delivery, stock products, load/unload trucks)



Contribution:

I started working here to help my father (the owner) to succeed in his company. It was hard work and a lot to learn.

I developed an excel sheet with vba macros that was used to control the orders delivery time and costs.

I worked in all positions of the company.

References:

João Carlos de Moura: CEO +55 15 981 197 218

OWNER:

IlustraWeb Sistemas para Internet (Cerquillo, SP) Jan, 2012 – Dec, 2013

Description: Web development and design company.

Activities:

- Creative Media creation using Photoshop CS3
- Vector images using Adobe Illustrator CS3
- Backend development with PHP and Joomla 1.5, 2.5 CMS
- Javascript JQuery with Vanilla CSS frontend development
- Hosting configuration using any host platform.
- Domain SSL configuration
- Business Card, Logo, Slides and others using Corel Draw 7

**Contribution:**

Developed a website using Joomla, Javascript and Bootstrap for a city's rodeo.

Developed a website for a children's clothing company.

Developed a website for a metallurgical company.

Developed a website for a hotel company.

Designed multiple business cards and logos for various clients.

Configured shared hosts with LAMP for all website customers.

EDUCATION

IT Analyst: CEUNSP (Centro Universitário Nossa Senhora do Patrocínio – Salto – SP – Brasil), 2012 – 2013

Computer Science: UNESP (Universidade Estadual do Estado de São Paulo – Presidente Prudente – SP – Brasil 2007 - 2011

LANGUAGES

ENGLISH – ADVANCED (C1)

ESPAÑOL – FLUENT

PORTUGUÊS – NATIVE

CERTIFICATES

Blockchain Advanced - Feb 2022

Blockchain Advanced with a workload of 100 hours.

XXVII Congresso da sociedade Brasileira de Computação Jun.2007 – Jul.2007

Interação entre Ciências: Desafio para a Tecnologia da Informática.

1º Workshop da Faculdade de Informática – Ceunsp 13 Oct 2011

Java, Mobility e GFT no Mercado Financeiro.

1º Workshop da Faculdade de Informática – Ceunsp 13 Oct 2011

Segurança da Informação e seus paradigmas.

SECOMPP 2009 – UNESP - 19 - 23 Oct 2009

Semana da Computação UNESP – Presidente Prudente. Developed all the financial system backend of the event. My First project.

Leader Training – IMAP 15 -17 May 2011

Instituto Matrix de Alta Performance

Web Design Master - Microcamp Oct. 2003 – Aug. 2005

Photoshop, HTML/CSS, DreamWeaver MX, Corel Draw 11, Photoshop 7.01, JavaScript, Flash MX, ASP

SKILLS

- Object-oriented programming (OOP)
- MVC Structure
- WebServices (NUSOAP)
- REST API

- PHP
- Laravel
- Laravel Nova
- CodeIgniter
- Joomla
- Magento (1.x, 2.x)
- Testing Tools (PHPUnit)
- Laravel Nova

- VB.NET
- Entity Framework
- C#
- Excel VBA

- Java
- Servlets
- JSP

- MySQL
- SQL Server
- TSQL 2000+

- Windows Servers
- IIS
- Office (Open, MS)

- Linux Servers
- LAMP Stack (Apache)
- LEMP Stack (Nginx)
- OPENSSE Server
- Computer Networks

- HTML5
- CSS3
- Bootstrap CSS
- TailWind CSS

- JavaScript
- JQuery + AJAX
- Vue(2, 3)
- InertiaJS
- React
- TALL Stack (Tailwind, AlpineJs, Livewire, Laravel)

- Amazon WebServices (EC2, Lightsail, Email Servers, etc)
- In-App Purchasing Amazon (IAP)
- Mercado Libre APIs

- Mercado Libre CBT
- Ebay Sell & Buy APIs

- Chrome Extensions Development
- Firefox Extensions Development
- Safari Extensions Development
- Browser Automation (Selenium)

- Adobe Photoshop
- Adobe Illustrator
- Corel Draw

- SCRUM
- Agile
- Jira
- Trello
- Click UP

- Solidity (Smart Contracts)

LINKS

- My personal CV Page: <https://morera.me/cv/jorge>
- My CV Project: <https://morera.me>
- My Nova Extension: [manojo123/nova-attach-pivot - Packagist](https://github.com/manojo123/nova-attach-pivot)
- My ERP Customer: <https://bakebrothers.pe>
- Whatsapp: <https://api.whatsapp.com/send?phone=5515991406552>
- Stack Overflow: [User JMoura - Stack Overflow](https://stackoverflow.com/users/10000000/User-JMoura)
- Github: [manojo123 \(Jorge Moura\) · GitHub](https://github.com/manojo123)
- Laracasts: <https://laracasts.com/@manojo123>
- LinkedIn: <https://www.linkedin.com/in/jorgeammoura/>