

# LUIS MIGUEL JIMÉNEZ RESTREPO

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## PROFESSIONAL SUMMARY

Software engineer specializing in **WordPress VIP/PHP** and **React/TypeScript** with 8+ years building and operating high-traffic publishing and commerce platforms (including a multisite serving **200+ broadcast stations**). Co-founder with hands-on **operations & technology** experience (Reset Social Club), **Limited Partner at 500 LatAm**, and **Twitch creator**. Strong at debugging, performance, SEO/accessibility, and translating product goals into reliable, measurable engineering outcomes.

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## PROFESSIONAL EXPERIENCE

### Senior PHP/WordPress Developer — Nimble.LA Group · *Remote*

Feb 2022 – Present

- Maintained and extended a **WordPress VIP multisite** for the largest local TV group in the U.S., supporting **200+ stations** under strict SLAs.
- Resolved regressions from plugin/theme updates with staging parity, logging, and console/network audits, reducing incidents and time-to-recover.
- Built reusable **Gutenberg blocks** and editor tooling that accelerated content time-to-publish.
- Improved **Core Web Vitals** (LCP/CLS) via query tuning, object caching, CDN rules, and template refactors.
- Implemented **CI/CD** (GitHub Actions) with safe deploys and traceable rollbacks.

### Co-Founder & Investor (Ops/Tech) — Reset Social Club · *Hybrid, Medellín*

Mar 2024 – Present

- Implemented **membership, booking, and POS** workflows integrated with **Odoo** and the website.
- Designed **CRM/reporting** to track occupancy, revenue, and retention; reduced manual operational work.
- Led vendor selection, contracts, and integrations for reliable day-to-day operations.

### Co-Founder — Cumbi (Web3/Payments) · *Remote*

Jul 2023 – Dec 2024

- Drove early technical direction, integrations, automations, and operational dashboards.

**Software Development Project Manager & Technical Leader — Trascender Global** · *Medellín*  
**Jan 2021 – Jun 2022**

- Planned and delivered multiple web products end-to-end; set architecture, estimates, and release plans with stakeholders.
- Introduced Agile ceremonies and delivery metrics, improving predictability and on-time releases.
- Mentored developers in modern WordPress, React, and API patterns.

**Technical Team Lead — WordPress Developer — DDB Latina Puerto Rico** · *Medellín*  
**Jun 2020 – Dec 2021**

- Led cross-functional delivery for **L'Oréal, Walmart PR, Puma** with custom themes and campaign sites.
- Established coding standards, CI, and code reviews; integrated **Laravel/Strapi** microservices.
- Improved performance (critical CSS, media optimization) and enforced **accessibility/SEO** best practices.

**Founder/Manager — Luismiguel.co (Agency)** · *Antioquia*  
**Jan 2017 – Jun 2020**

- Delivered **50+** custom **WordPress/WooCommerce** sites and **Laravel/Node** microservices.
- Implemented analytics funnels and SEO programs that increased qualified traffic post-launch.
- Managed budgets, schedules, and vendors; standardized maintenance and security checklists.

**Back End Developer — KOI Americas (IXS)** · *Antioquia*  
**Nov 2017 – Jul 2019**

- Built and maintained **Laravel** services and **WordPress** sites for enterprise and public-sector clients.
- Optimized DB queries and caching; delivered responsive UI components across device breakpoints.
- Collaborated with Design to convert specs into accessible, reusable components.

**IT Director — Cadáver Exquisito** · *Antioquia*  
**Jul 2016 – Feb 2017**

- Directed custom PHP web projects used in marketing/data capture campaigns; enabled large-scale data collection for analytics.

**Research Manager — Universidad Nacional de Colombia · Medellín**  
**Feb 2015 – May 2017**

- Led a computer security research group auditing institutional portals; documented vulnerabilities and remediation guidance.

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## SELECTED PROJECTS & FREELANCE

- **Headless Sites (Strapi + React/Nuxt):** Delivered headless CMS stacks with Strapi and React/Nuxt for content-heavy brands; defined content models, roles/permissions, media pipelines, and webhooks to speed editorial operations.
- **Quoting Web App (React + Node/TypeScript):** Built a quotation SPA fully integrated with third-party partner APIs; implemented pricing logic, auth, PDF export, and email flows to streamline sales operations.
- **Reservations & Membership (Reset Social Club):** Implemented a bookings/membership app (React over Node/Express/TypeScript) with receipts, inventory blocks, and CRM syncing.
- **Astro Websites:** Shipped lightweight static/hybrid sites in **Astro** (e.g., Reset site, personal profile) with Lighthouse-oriented performance and CMS hooks.
- **Dashboards & Automation:** Built analytics dashboards (Python/JS) for customer cohorts and retention; created Telegram bots and TTS utilities to automate content/community workflows.
- **Open Source & Web3:** Contributed to crypto/Web3 tooling (Pump.fun SDK/bundler/launcher) and **Solana Pay** store starter; published small **WP-CLI** utilities and DevOps scripts.
- **Multilingual Editorial:** Created custom Gutenberg blocks, translation workflows, and role-based permissions for newsroom teams.

**GitHub highlights (public):** iconichouse.com (Nuxt + Strapi), myprofile (Astro), url-shortener (JS), solana-pay-starter (CSS), avax-birds (JS), cumbi-books-tl-bot (Python), cr-mac-helper (Shell).

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## EDUCATION

- **Universidad Nacional de Colombia** — B.S. in Systems Engineering, **2010–2017**
- **Universidad de Antioquia** — Diploma, Finance & Investments, **2017–2018**

## CERTIFICATIONS & PROFESSIONAL TRAINING

- **Diploma in Venture Capital** — Ruta N & LinkU Ventures, **2025**
- **Fintech: El nuevo paradigma financiero** — Universidad de Los Andes, **Jun 2024** · Credential ID **105731817**

- **Curso de Prompt Engineering con ChatGPT — Platzi, Mar 2024** · Credential ID **7683bebf-7092-4472-9a14-6935ddd19a36**

## TECHNOLOGIES

**Back end:** PHP (WordPress VIP/Core, Laravel), Node.js/Express, REST/GraphQL, MySQL/Redis

**Front end:** React, Next.js, TypeScript, JavaScript, HTML/CSS/SASS, Gutenberg, **Elementor**

**eCommerce:** WooCommerce, Stripe/PayPal, Payments integrations

**DevOps:** Git/GitHub Actions, WP-CLI, Docker, Nginx, CDN, basic monitoring

**Ops/Business:** Odoo (sales, inventory, POS, memberships), CRM/analytics, SEO, Accessibility (WCAG)

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## LANGUAGES

**Spanish:** native · **English:** advanced (approx. C1)

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## AFFILIATIONS & COMMUNITY

- **Limited Partner — 500 LatAm (Aug 2024 – Present)**: Support early-stage startups across fintech, AI, crypto, and consumer tech; active in founder community.
- **Twitch — @luismilabs (Jan 2024 – Present)**: 500+ organic followers; weekly live sessions on AI, Web, Web3, and product building; interviews with founders/engineers in LATAM.
- **Angel Investor — Isla de Pascua (Jardín, Antioquia) (Jan 2025 – Present)**: Sustainable hospitality investment focused on authentic Andean travel.
- Informal mentorship for early-stage founders (product/tech/WordPress performance).

## REFERENCES

Available upon request.