Jorge Pirela

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SUMMARY

Full Stack Software Engineer & Product Manager specialized in **React**, **Next.js**, and **Node.js** development. With a foundation in marketing and **SEO**, I excel at crafting **scalable** web applications that drive both technical performance and business growth.

My skill set extends to **WordPress** (including headless WordPress setups via **PHP** and **REST APIs**), enabling modern front-end frameworks while preserving a marketer-friendly content management experience on the backend.

PROFESSIONAL EXPERIENCE

Co-Founder & CTO (Full-Stack Developer), BeThere Miami – Entrepreneurial Venture

July 2024 – December 2024 | Miami, Fl

Led the development of a smart planning web application, integrating:

- **Stripe** for dynamic checkouts and secure payment flows
- **Mailchimp** for email marketing and transactional emails
- **HubSpot** for **CRM** integration
- **Twilio** for **SMS** notifications
- **Google Maps** & **Places** for location-based data and **service matching**
- **OpenAI** for an AI-driven chatbot that handled service requests and user interactions
- **Engineered** front-end in React/Next.js with **NextUI** and **NextAuth**, and managed **MongoDB** for data
- **Built custom AI** prompts and data processing for OpenAI's chatbot, including **JSON-based** conversation flows
- **Implemented** sign-up flows, dashboards, email notifications, and checkout pages
- **MVP** reached the final development phase but was not fully launched due to strategic pivots

Key Achievement: Created a sophisticated near-complete **MVP** that showcased advanced **AI** features, **multi-step payment workflows**, and robust **third-party integrations**—proving feasibility for a highly innovative product.

SKILLS

Frontend:
React, Next.js, HTML5, CSS3, JavaScript, Gulp, jQuery, NextUI

Backend:
Node.js, PHP, WordPress (Custom Themes, REST API), ColdFusion, MongoDB, REST APIs

AI & Automation:
OpenAI API, Chatbot Development, Prompt Engineering

Headless Architectures:
Next.js, WordPress, Custom CMS Integrations

SEO & Marketing:
On-Page SEO, Data-Driven Strategies, Funnel Optimization

Dev Tools:
Puppeteer, Git, Docker (basic), NextAuth, Gulp

Project/Team Management:
Agile (Scrum/Kanban), Mentoring Junior Devs, Collaboration with Marketing & Stakeholders

Achievements

Site Performance & SEO: Elevated 240 Tutoring's Core Web Vitals from **14** to **99**, enhancing user experience and keyword rankings.

Headless WordPress

Software Engineer, 240 Tutoring

January 2022 – June 2024 | Remote

- **Transformed** a **500+ page** Elementor site into a custom WordPress theme using **PHP** and **Gutenberg/React** blocks:
- **Leveraged Node.js** + **Puppeteer** to scrape, classify, and migrate content into templated structures
- **Boosted** Core **Web Vitals** from **14 to 99**, drastically improving user experience
- **Integrated** custom **SEO** tools for rapid deployment of marketing content
- Seamlessly **incorporated** a headless approach for certain content types, allowing marketers to manage posts in **WordPress** while serving them via **Next.js** for enhanced performance
- **Drove** keyword rank improvements from position **15 to 9** across **100+** relevant terms, **amplifying organic traffic**

Key Achievement: Enabled the marketing team to edit full website campaign content in **hours** (instead of days), using f**lexible, headless WordPress architecture**, **tailored React components,** and **WordPress Theme Templates**.

Junior Software Engineer | WordPress Developer, 240 Tutoring

June 2021 – January 2022 | Remote

- **Developed** front-end features using **HTML**, **CSS**, **JavaScript**, and **WordPress/PHP**
- **Coordinated** with **marketing** to deliver **timely** web campaigns, **dynamic** digital ads, and **integrated** design assets

Web Developer & SEO Specialist, Advantage Services

February 2019 – July 2020 | Fort Lauderdale, FL

- Customized WordPress themes for a variety of clients, utilizing headless strategies where appropriate
- Implemented SEO best practices in each theme to optimize site architecture, content, and on-page elements
- Mentored junior developers on coding standards, debugging, and collaboration, boosting team productivity
- Integrated design assets and refined front-end experiences with Gulp, Less, JS, jQuery, and ColdFusion

Key Achievement: Built marketing tool sets, enabling clients to swiftly create campaign pages that improved user engagement and site performance.

Expertise:

Created Next.js front ends powered by the WordPress REST API to give marketing teams a familiar CMS while delivering modern, high-performance experiences.

AI-Enhanced Product:

Developed a near-complete MVP for BeThere Miami, integrating multiple APIs and an OpenAI chatbot for streamlined service requests and dynamic user interactions.

Team Leadership:

Mentored junior developers at Advantage Services, resulting in faster onboarding and higher-quality code output.

ADDITIONAL INFORMATION

Work Preferences

Remote jobs or hybrid positions in Miami; excels in startups and product-based environments, especially those leveraging AI or Next.js.

Soft Skills

Strong communicator, effective in cross-functional teams, user-focused development philosophy, product roadmap planning.

REFERENCES & PORTFOLIO

Portfolio & Code Samples

Available upon request (MVP code, custom WordPress

Senior Web Developer, GateHouse Treatment

March 2018 – February 2019 | West Palm Beach, FL

- Built and maintained WordPress and custom-coded websites with an emphasis on lead generation
- Collaborated with marketing and design teams on digital ad campaigns, front-end optimization, and conversions
- Pioneered on-page SEO improvements, supporting higher search rankings and better lead flow

Web Designer & Developer, Kalos Elements

October 2017 – February 2018 | Miami/Fort Lauderdale, FL

- Created and managed e-commerce and content-driven web properties for a Home & Hospitality design firm
- Utilized usability testing for iterative UI/UX enhancements
- Unified stakeholder feedback between design, product, and technical teams

Jr. Web Developer, 561 Media

December 2017 – January 2018 | Boca Raton, FL

- Supported a full-service digital advertising agency with brand identity, social networks, custom shopping carts, and more
- Gained exposure to SEO, print design, media planning, and analytics for integrated campaigns

Head of Development / CEO, Gins

June 2016 – April 2017 | Caracas, Venezuela

- Oversaw software installation, feature design, and UI/UX strategy for the company's core products
- Facilitated cross-functional collaboration among solution architects, customer operations, and engineering
- Built solutions focusing on user-centered design and ease of maintenance

EDUCATION

Google Project Management: Professional Certificate, Coursera

Nov 2023 – May 2024 | Online

Skills: Change Management · Agile Methodologies · Scrum · Project Management · Strategic Thinking

Google Analytics 4 Certification, Google

Nov 2023 | Online

Skills: Google Analytics 4 · Digital Marketing · Analytics 360 ·

themes, React/Next.js projects).

References

From 240 Tutoring, Advantage Services, and more available upon request.

LANGUAGES

English (Fluent)
Spanish (Fluent)

JavaScript · Google Analytics Reporting · HTML5 · Event Tracking · Custom Events · Custom Dimensions · Custom Reporting · Analytics Debugging

Product Management Certification (PMC™), Brainstation

Oct 2024 – Nov 2024 | Miami, Fl

Skills: Prioritization · Writing User Stories · Product Management · Defining Acceptance Criteria · Backlog Grooming · Customer Research · Product Decision Making · Problem Space Analysis · Communicating Metrics · Sprint Planning

Computer Engineering, Universidad 'Alejandro de Humboldt'

2014-2017 | Caracas, Venezuela

- Activist on Student Movement of Venezuela
- Robotics Club Member
- Students Center Member

Additional Certifications:

- Persuasive Public Speaking (Oratoria Persuasiva) – Speech By Dr Paciano Padron with Alejandro De Humboldt University Student Center
- Youth and the Destiny of the Nation (Juventud y Destino de la Nación) – Politics by Venezuelan Opposition's Congressmen
- Introduction to Web Development (part one) (Curso de Introducción al Desarrollo Web – primera parte) – By Alicante University