Tales Henrique

Full Stack Developer | Tech Lead

São Paulo, SP, Brazil

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Professional Summary

Self-taught Full Stack Developer with 14 years of experience in web development. My career spans expertise in WordPress, PHP, JavaScript, React.js, and agile methodologies, along with hands-on experience as a Tech Lead and Scrum Master. I have a proven track record of leading cross-functional teams, optimizing SEO, and delivering high-performance web solutions. I am passionate about enhancing user experience, leveraging data-driven marketing tools, and continuously advancing my technical skills to contribute to impactful projects.

Professional Experience

Full Stack Developer

Boulder SEO Marketing | September 2023 - Present | Boulder, CO, USA

- Develop and maintain WordPress websites focused on SEO and performance, utilizing advanced practices like Core Web Vitals and Google PageSpeed.

- Implement structured data using schema.org and collaborate with marketing teams to align SEO strategies with client goals.

- Integrate marketing tools such as HubSpot, Google Analytics, and Google Tag Manager (GTM) to enable precise data analysis and optimize digital marketing efforts.

Tech Lead

Grupo Suno | October 2022 - May 2023 | São Paulo, SP, Brazil

- Led the development of a high-performance WordPress news portal, working closely with SEO and editorial teams to maximize search visibility and user engagement.

- Implemented Google Web Stories to increase content reach and drive audience engagement.

- Ensured continuous improvement in website performance and SEO alignment, meeting editorial and business goals.

Full Stack Developer

Bydrec, Inc. | March 2022 - August 2022 | San Francisco, CA, USA

- Worked on various WordPress projects for Third and Grove, developing custom pages, new features, and maintaining client sites.

- Significantly improved technical skills in JavaScript, programming logic, and English communication.

Full Stack Developer

Agência 2B Digital | October 2021 - May 2022 | São Paulo, SP, Brazil

- Developed e-commerce websites using React.js and VTEX, focusing on intuitive and responsive user interfaces to optimize the shopping experience.

- Collaborated with design and marketing teams to ensure cohesive solutions that aligned aesthetics with functionality, boosting conversion rates.

Full Stack Developer

DOC | February 2021 - January 2022 | Rio de Janeiro, RJ, Brazil

- Managed and enhanced the company's WordPress-based website and WooCommerce digital magazine store.

- Implemented performance improvements and optimized the user experience in collaboration with design and marketing teams.

Scrum Master & Frontend Developer

OKN Group │ June 2013 - June 2019 │ São Paulo, SP, Brazil

- Started my career at OKN Group, where I built a solid foundation in web development, learning PHP, MySQL, and WordPress.

- Progressed from Frontend Developer to Full Stack Developer and later transitioned to Scrum Master, leading agile teams and managing projects to ensure timely, high-quality deliveries.

- Worked closely with clients, aligning project deliverables with business goals while continuously improving processes and team efficiency.

Certifications

- **Inbound Marketing** – Inbound Certification

- **Agile Project Management with Scrum** – Agile Course

- **Scrum Fundamentals Certified** – Scrum Certification

Technical Skills

- **Web Development**: WordPress, React.js, Vue.js, PHP, MySQL, JavaScript, Node.js, VTEX

- **Technical SEO**: Core Web Vitals, Google PageSpeed, schema.org

- **Marketing Integrations and Tools**: HubSpot, Google Analytics, Google Tag Manager (GTM)

- **Agile Methodologies**: Scrum, Kanban

- **Design Tools**: Adobe Illustrator, Image Editing

Languages

- **English**: Upper-intermediate (fluent in technical communication and team collaboration)