Mauro Carrera De Franceschi

Web Development Manager | DX Director | WordPress Engineering Leader

Buenos Aires, Argentina | Open to remote and hybrid roles with US teams | +54 9 11 2452-6868 | hi@maurocarrera.com | linkedin.com/in/maurocarrera | github.com/maurocarreraok | maurocarrera.com

SUMMARY

Web Development Manager with 17 years in IT and web development and 10 years leading distributed teams. At 500 Designs (Irvine, CA), launched 250+ client websites, led an in-house line of AI products, built an Automattic for Agencies partnership worth $40K a year in recurring revenue, halved hosting costs and cut development cycles by 40%. At Globant, built the in-house WordPress practice from a single site to 20+ enterprise projects and ended its spend on external web agencies. WordPress VIP certified and named MVP Dev Lead of the Year 2023. Native Spanish, full professional English.

SKILLS

Leadership: Web development management, engineering team leadership, remote and distributed teams (25+ people), hiring and technical interviewing, onboarding, mentoring and 1:1s, retention, Agile/Scrum, project and portfolio management, budget and resource planning, statements of work, pre-sales technical consulting, stakeholder management, SOP development.

WordPress and CMS: WordPress architecture, WordPress VIP, custom plugin and theme development, WordPress Multisite, WordPress REST API, Elementor Pro, Crocoblock, WooCommerce, Advanced Custom Fields (ACF), LearnDash, Webflow, Shopify.

Engineering and tools: PHP, MySQL, JavaScript, jQuery, React, HTML5, CSS3, Sass, REST APIs and integrations (HubSpot, ClickUp, Asana, Mailchimp, Stripe), Gutenberg blocks, Chrome extensions, Git, GitHub, Jira, Confluence, Slack, Airtable, Google Workspace, Adobe XD, Zeplin.

DevOps, hosting and security: AWS, CI/CD, Jenkins, Docker, Linux (CentOS), WP Engine, Pressable, SiteGround, hosting migrations, performance optimization, Core Web Vitals, WordPress security, OWASP Top 10.

AI and QA: Claude API, OpenAI API, LLM integration, AI sales assistants, prompt engineering, AI guardrails, Claude Code, AI-assisted development, process automation, QA automation, Cypress, Selenium.

Growth and compliance: Technical SEO, CRO, A/B testing, Google Analytics 4, Google Tag Manager, Salesforce, WCAG 2.1 AA, ADA, GDPR.

PROFESSIONAL EXPERIENCE

Web Development Manager

500 Designs | Irvine, CA, USA (Remote) | Contract

Dec 2022 - Oct 2026

Promoted from WordPress Tech Lead (Dec 2022) to Lead Web Developer (Aug 2023) to Web Development Manager (Feb 2024).

Impact: Brought 500 Designs new recurring revenue, an in-house line of AI products, a faster delivery engine and a development team that no longer depends on any single person: 250+ client websites launched in four years, $40K a year from the Automattic for Agencies partnership, hosting costs cut in half and development cycles 40% faster.

- Led the build of WelcomeAI, a licensed AI sales assistant for client websites on Claude and OpenAI: it answers visitors from each client's own content, CMS data and documents, follows guardrails and turns conversations into qualified leads in HubSpot, ClickUp and Mailchimp, on WordPress and non-WordPress sites.
- Turned internal tools into a licensed product line with Stripe subscriptions and a self-hosted update server: AI-assisted plugins for lead capture, visual QA (a Chrome extension feeding ClickUp and Asana), AI-written maintenance reports, AI internal linking and security scans, plus 18 custom Gutenberg blocks.
- Built the Automattic for Agencies partnership ($40K a year in recurring passive revenue within six months) and moved 50+ client accounts, including Fresh Del Monte, from WP Engine to Pressable with zero migration issues, halving hosting costs and ending campaign-day downtime. Early adopter of Pressable MCP for AI-driven hosting. Featured in Pressable's case study.

- Launched 250+ websites for mid-market and enterprise clients in real estate, professional services, finance and insurance, manufacturing, healthcare, government, technology and media, retail and e-commerce, wholesale and distribution, construction, food and consumer goods, hospitality, education and nonprofits.
- Managed a multinational team of 20+ WordPress developers and QA specialists across Argentina, Venezuela, the Philippines and the United States, owning delivery, budgets and hiring, and merged three regional silos into one team with clear leads and 1:1s, raising retention by 30%.
- Introduced a shared Figma-to-Elementor component library (Skelementor) for UI/UX and development, cutting production time by an estimated 25-30%. Featured in Skelementor's customer story.
- Ran an intensive training program, backed by SOPs for deployment, QA and onboarding, that left the team fully autonomous: no task or client depended on one key person.
- Led AI adoption (Claude Code, AI-powered tools and process automation) that cut development cycles by 40%, and built QA automation with Cypress and AWS that halved testing time.

WordPress Tech Lead (Senior)

Globant | Buenos Aires, Argentina | Full-time

Mar 2021 - Sep 2024

Joined as the only WordPress developer and was promoted to Tech Lead (Sep 2021) as the practice grew.

Impact: Built Globant's in-house WordPress practice from scratch and ended its spend on external web agencies. Grew the practice from one developer and one site into a 12-person team running 20+ enterprise sites and projects, including the FIFA Tech Trends report and the Stay Relevant corporate blog.

- Took over a legacy WordPress site on an outdated server as the only developer, stabilized it and set up the deployment workflow (Jenkins, GitHub) the practice later scaled on.
- Built and led a 12-person team of developers, QA engineers and designers across Argentina, Colombia, Spain and the United States, owning recruiting, interviews, onboarding, mentoring, WordPress standards and pre-sales technical consulting.
- Led the FIFA Tech Trends World Cup Edition, an interactive digital publication for a global audience.
- Redesigned and migrated the Stay Relevant corporate blog (2,000+ articles) with a new information architecture, better performance and SEO, and no interruption to editorial publishing.
- Migrated Belatrix's digital properties into Globant after the acquisition, and delivered Globant X Magnifi.AI, BeKindTechFund (GDPR and accessibility), WaaSabi (now DAXIA) and the Tech Trends and Sentinel reports.

Director of Web Development

C42.Studio | Argentina (Remote) | Full-time

Jan 2021 - Dec 2024

Impact: Gave C42.Studio the technical leadership to deliver for enterprise brands such as Guinness Cork Jazz Festival and Falabella, with predictable delivery, faster and more stable client sites, and a Guinness platform that grew web visits by 60%.

- Directed web development for Guinness Cork Jazz Festival, Falabella, Grupo Crobar and Posittion on WordPress, Webflow and Shopify.
- Led the Guinness Cork Jazz Festival platform on WordPress and WP Engine: artists, events, venues, accommodation and flights, with multi-venue ticketing.
- Owned scoping, statements of work, QA and delivery, and managed partnerships with WP Engine, Pressable and accessiBe.

WordPress Developer

Agencia Floral | Italy (Remote) | Freelance

Jul 2020 - Mar 2021

Impact: Gave Agencia Floral a dependable WordPress and Elementor developer for its Italian clients: SEO-ready sites delivered on time, then kept secure, updated and fast after launch.

- Built SEO-optimized WordPress and Elementor Pro sites with custom widgets, themes and plugins, and handled ongoing maintenance, security updates and performance optimization.

Technical Lead & Co-Founder

NIGHTCLOUD S.A.S | Buenos Aires, Argentina | Full-time

May 2016 - Jan 2020

Impact: Took NIGHTCLOUD from idea to a live web and mobile product with 20,000+ registered users in its first two weeks, giving venues and promoters a digital replacement for paper guest lists, manual entry checks and spreadsheet bar tabs.

- Led product and engineering for the platform: digital guest lists, QR entry validation, perks and bar-tab tracking, built for thousands of concurrent users during events. Took it from web app to mobile app with the studio Amalgama.
- Launched in Mar del Plata and closed venue partnerships in Buenos Aires and Chile, plus brand partnerships for promotions.

Technical Support - Level 2

Hewlett-Packard | Buenos Aires, Argentina | Full-time

Sep 2014 - Nov 2014

Impact: Kept store sales and product data reaching the head office by resolving failed batch transmissions, correcting sales and product batches in DBF databases for warehouse systems, monitoring Avaya systems and managing incidents in HP Service Manager 9.

Information Security Analyst

Novartis | Buenos Aires, Argentina | Full-time

Feb 2013 - Aug 2013

Impact: Gave the head office timely visibility of vulnerabilities and compliance gaps through security monitoring and reporting with Qualys.

Technical Support - Level 1

Government of the City of Buenos Aires (Sindicatura General de la Ciudad) | Buenos Aires, Argentina | Full-time

Mar 2009 - Dec 2012

Impact: Kept an office of 200+ people running with on-site technical support, and helped build its intranet (PHP, MySQL, JavaScript, jQuery) and internal systems (Visual Basic 6) on Windows Server and Active Directory.

CERTIFICATIONS

- WordPress VIP Architecture and Tooling, and Enterprise WordPress Security, WordPress VIP (Oct 2025)
- CliftonStrengths: Achiever, Relator, Learner, Significance, Restorative, Gallup (Jun 2023)
- Webflow 101 Certification, Webflow (Jun 2023)
- Master AI with Prompt Engineering, Udemy (Mar 2023)
- Becoming a Solution Owner, Scrum and Git, Globant (2021)
- CSS: Responsive Design, Sass, Flexbox, Grid and Bootstrap 4, Udemy (Aug 2020)

RECOGNITION

- MVP Dev Lead of the Year 2023, 500 Designs.
- Invited by Automattic to WordCamp Phoenix, Arizona (2026). 60+ recommendations on LinkedIn.
- Elementor: Honorable Mention for Best Site of the Year with laverart.com (2020), chosen for its User Stories project (2021), former global community moderator and Spanish-community meetup speaker (20,000+ members).
- Contributor to the Globant Tech Trends Report 2023 and the 500 Designs white paper "Marketing Moves Defining 2026".

EDUCATION

High School Diploma, Information Technology

Colegio del Arce | Buenos Aires, Argentina

2008

LANGUAGES

Spanish: Native | **English:** Full professional proficiency