

Caio César Salvador Santos

Full-Stack Developer · Web & Marketing Specialist

Professional Summary

Experienced Full-Stack Developer with over 10 years of hands-on experience building websites, web applications, and digital platforms for B2B, SaaS, and marketing-driven companies. Skilled in modern web technologies such as React, Next.js, Sanity CMS, Python, Laravel, and WordPress. Proven track record leading full website rebuilds, managing cross-functional teams, and driving conversion-focused development. Passionate about combining data-driven decision-making with clean, scalable code to deliver impactful user experiences.

Experience

Senior Website Development Manager – Poppulo

2018 - 2025

Led full-stack development and technical ownership of poppulo.com for a global B2B SaaS company with 6,000+ customers. Focused on performance, data insights, and conversion optimization.

Key Responsibilities:

- Built and maintained poppulo.com using Next.js and Sanity.io CMS
- Led the creation of landing pages, Salesforce integrations, SEO initiatives, KPI tracking, and CRO efforts
- Managed analytics and marketing tools: Google Analytics, Google Tag Manager, Looker Studio, Hotjar, HubSpot, Zoom Events, etc.
- Consolidated data sources to create dashboards that guided marketing strategy

Key Achievements:

- Rebuilt the company's legacy WordPress site using modern stack (React, Next.js, Sanity CMS)
- Boosted website conversion rates by 115% through technical and UX improvements
- Delivered custom dashboards for actionable marketing insights

Freelance Web Developer – Self-Employed

2016 - 2018

Focused on upskilling while preparing to relocate to Ireland. Delivered web-based

Contact

<https://caiosalvador.com>

caiocsalvador@gmail.com

+353 089 950 5241

Education

Bachelor of Computer Information Systems

Universidade Potiguar (UNP), Natal – Brazil

Skills

Full-Stack Development

Javascript, Typescript, React, Next.js, Tailwind CSS, Prisma, Node.js, Storybook, Angular, PHP, Laravel, CakePHP, Yii2, WordPress, Sage, Woocommerce, Python, Django, Ruby on Rails, React Native, Ionic, Vue.js, Svelte, Jquery, Webpack, Shadcn UI, Express, MySQL, MongoDB, PostgreSQL, Git, HTML, CSS, Sass, CSS-in-JS, Framer Motion, GSAP, React-Query, REST APIs, GraphQL

Data Analysis

Data Visualization, Google Looker Studio, Google Analytics, Hotjar, Google Optimize, VWO, Google Search Console, SQL, Excel, Data Cleaning, Data-Driven Actions, Statistics

Marketing

Inbound Marketing, Conversion Rate Optimization, Lead Nurturing, Paid Ads, Marketing Automation, Mailchimp, Sendgrid, A/B Testing, User Journey

Languages

Portuguese - Native

English - Fluent

Courses & Certifications

Bridge Mills Galway Language Centre

- English Course

Level Up Tutorials

- Modern CSS Design Systems
- Animating React with Frame Motion

solutions and experimented with multiple modern frameworks.

Key Highlights:

- Developed custom applications using Angular, Django, Laravel, WordPress, and PHP
- Created a university language exchange platform to connect students
- Built and deployed full-stack projects independently

Full-Stack Developer – Maxmeio

2014 - 2015

Worked at the city-leading digital agency, delivering full-stack solutions for diverse clients.

Key Highlights:

- Built websites and mobile apps using Angular, CakePHP CMS, Ionic, JQuery, Sass, and MySQL
- Collaborated with creative and marketing teams to deliver user-centric solutions

Contract Developer – Smartpublishing

2014

Hired as a contractor for a tech company in the state wind-energy center.

Key Highlights:

- Maintained legacy codebases in Django, Python, Ruby, and Rails
- Built two PhoneGap-based mobile apps
- Took initiative on product decisions in a short-term, high-responsibility role

Software Engineer – Velti

2011 - 2014

Joined a tech startup where I contributed to the entire lifecycle of web applications.

Key Highlights:

- Participated in requirement gathering, architecture, development, and client training
- Built custom apps using Yii, PHP, MySQL, Sass, Bootstrap, and JQuery
- Balanced technical and customer-facing responsibilities in a fast-moving startup

- Design Systems in Figma
- Styled Components

Udemy

- Next.js with Sanity CMS - Headless App
- Digital Marketing Strategies for Business Success
- Ultimate Google Analytics Course + 50 practical examples
- The Modern React Bootcamp
- The Complete Sketch 5 Course
- Javascript: Understanding the weird parts
- Gatsby JS: Build Gatsby static sites with React & WordPress
- Ionic - Build iOS, Android & Web Apps with Ionic & Angular
- Progressive Web App (PWA) - The Complete Guide
- GraphQL with React: The Complete Developers Guide
- Agile/Scrum Project Management
- Learn SEO & Optimize your website
- Conducting a Technical SEO Audit
- Core: A Web App Reference Guide for Django, Python, and more
- Docker Mastery
- Angular & NodeJS - The MEAN Stack Guide
- Angular - The Complete Guide
- PHP with Laravel for beginners - Become a master in Laravel
- Ultimate Google Ads Training
- Step-by-Step: 100% data Backed Inbound Marketing Strategy

iMasters

- Magento e-commerce