Leonardelli, Fernando Damian

Mobile: +61 0406 577 166 • *Email:* leonardellifernando@gmail.com • *LinkedIn:* linkedin.com/in/fleonardelli

Profile

Full-stack engineer who's taken AI from prototype to production with real users paying for it — a WhatsApp agent handling live customer conversations, an LLM-driven pipeline turning raw data into client-facing recommendations. 13 years building backend systems end to end means that AI work sits on production-grade foundations — I design for what breaks at scale before it happens.

Sole technical builder of a SaaS platform from system design through deployment, also shaping company strategy alongside the business lead. I'm as comfortable talking to a client about what they actually need as I am writing the code that gets it shipped — and a Certified Scrum Master background means I use processes to unblock delivery, not to slow it down.

Work Experience

Digital Metrics | *Lead Engineer* | **03/2024 - Present**

Product & Platform: Built a SaaS platform for digital marketing agencies — CRM, Meta Ads dashboard, automated PDF reporting with AI-generated analysis and recommendations, and a WhatsApp AI chatbot — on a Symfony 7 backend with a Nuxt 3 / Vue 3 frontend built from scratch. Also rebuilt the marketing site (digital-metrics.io) in Astro with geolocation-based Spanish/English routing.

AI Features: WhatsApp agent processing live conversations — intent + budget/interest scoring per message, automatic handoff to a human agent; campaign metrics and CRM pipeline data run through an LLM to surface written, actionable recommendations in client PDF reports and the dashboard.

AI-Assisted Development: Orchestrated Claude and Codex as a two-stage workflow — architecture and instructions in Claude, implementation handed to Codex — alongside a BDD/TDD-based guide to keep feature delivery reliable and reduce regressions.

Architecture: Backend is a multi-tenant REST API sitting between a monolith and a modular monolith, structured to allow future scaling into microservices. Frontend consumes real-time backend events over Mercure (SSE) and uses an internal pub/sub event bus to decouple state updates across the app.

Integrations: Created the Meta app from scratch and built the full WhatsApp Business, Ads, Leads, and Facebook Login for Business integration; also integrated Stripe for payments and Slack for internal notifications.

CI/CD & Deployment: Designed the GitLab CI/CD pipeline (Docker BuildKit, registry-side layer caching): backend deploys to a DigitalOcean Droplet, frontend to App Platform, with automatic staging deploys and manual promotion to production.

Team Leadership: Mentored a developer who came from a frontend background into backend work as well, teaching PHP and Symfony and closely reviewing his code as he ramped up on the codebase's conventions — coordinating work in a largely asynchronous setup.

Go-to-Market: Worked with the business lead to translate the product idea into a real, tangible offering — helping shape the target customer profile (small-to-mid agencies running Meta lead generation for real estate, automotive, and tourism clients) and drafting partner/affiliate documentation.

Tech stack: PHP 8, Symfony 7, Nuxt 3, Vue 3, TypeScript, Pinia, PrimeVue, Tailwind CSS, Astro, RabbitMQ, Mercure, Docker, GitLab CI/CD, Semantic Release, DigitalOcean (Droplets, App Platform, Container Registry, Spaces), Gotenberg, Stripe, Slack, Sentry, BetterStack, Postman, Jira, Meta Graph API, WhatsApp Business API.

X-Team (Working for Cushon.co.uk) | *Senior backend developer (Consultant)* | **01/2022 - 03/2024**

Architectural Enhancements: Introduced Modular Monolith Architecture to the project, adhering to DDD (Domain-Driven Design) and Hexagonal architecture principles — developing modules on Yii1/Yii2 as the infrastructure layers and modularizing features like Cash Ledger, EventPublisher, EventConsumer, Balances, and Returns.

Scale & Migration to Go: Moved to the Scale team to take the platform from 20k to over 5 million users, driving a phased rewrite from PHP to Go — isolating modules for gradual migration while keeping batch processing uninterrupted, building a PHP↔Go communication framework over SNS/SQS, and refining the Docker/CircleCI pipeline for Go container testing.

Security & Communications: Implemented Onfido for identity verification and led the migration of transactional emails to Blueshift (abstract CDP event approach), integrating CloudMailIn to capture and surface email copies in-app.

Process: Helped implement Scrum practices within the team, drawing on my Certified Scrum Master background.

Tech stack: Yii, Yii2, Docker, DinD, MySQL, DDD, Hexagonal Architecture, RabbitMQ, SNS, SQS, DBAL, LocalStack, AWS, GoLang, Scrum Master, API, REST, Codeception, PHPUnit, CircleCI, GitHub.

Luxion (Makers of KeyShot) | *Senior Web developer / Scrum Master* | **04/2021 - 01/2022**

Subscriptions Portal: Contributed to the development of a subscriptions portal using Symfony, Sylius, RabbitMQ, MySQL, Twig, Sass, and Docker, enhancing user experience and functionality.

Integration Expertise: Successfully implemented asynchronous integrations with HubSpot and Salesforce for streamlined data exchange.

Microservices Architecture: Collaborated with the team to design a new Microservices Architecture for Luxion 360.

Scrum Master: Served as Scrum Master for Team Asterix, guiding the team's growth from 2 to 10 members within 5 months. Employed agile methodologies to enhance teamwork and achieve collective goals.

Tech stack: Symfony 4.4, PHP 7.4, Docker, PHPUnit, Mysql, Twig, API platform, Redis, ELK, Sylius, Swagger for the subscriptions portal and AWS for the microservices architecture.

Boozt.com | *PHP Backend Developer* | **05/2019 - 12/2020**

Feature Enhancement and Debugging: Worked on adding new features and fixing bugs, with a focus on improving the code for both Booztlet.com and initially, Beauty By Boozt.

Dynamic Shipping Rates: Set up different shipping prices based on the number of items in the shopping cart and the chosen shipping provider, impacting everything from customer experience to warehouse processes.

Data Synchronization: Involved in syncing data between Boozt and Booztlet, starting with background jobs and later moving to a more efficient event-driven architecture, despite the large amounts of data.

API Development: Took on the task of creating new API endpoints for the app and enhancing the performance of existing ones to speed up response times.

Tech stack: Symfony (versions 2.8 and 3.4), PHP 7, Docker, Redis, and MySQL. Applied Agile methodologies, followed PHPFig coding standards, used git (Arcanist from Phabricator), and engaged in CI/CD practices, PHPUnit testing.

Earlier Experience

MoBeats — PHP Full Stack Web Developer (2016-2019): Built a Guarantee Funds system for the Argentinian Ministry of Production (Codeigniter, REST API) and later its Angular frontend, plus various backend/frontend refactors.

Publicate! — Co-founder / Full Stack Web Developer (2015-2018): Built institutional and e-commerce websites (WooCommerce, Mercado Libre/Pago integrations) for 30+ clients as co-founder of a digital marketing and e-commerce start-up.

Plan 111mil Programadores — Programming Instructor (2017-2018): Taught programming from pseudocode to Java OOP, Hibernate, and MySQL to cohorts of 20+ beginners; 80%+ pass rate.

Buenos Aires City Government — PHP Developer (2013-2014): First developer role: PHP/MySQL fundamentals and functional analysis across ongoing projects.

Additional Technical Experience

Laravel: Contract backend development work (2024-2025).

Education

2021 - Certified Scrum Master

Academic studies: Instituto de educación superior Braun Menendez — Computers Science degree. Average: 7.91.

High School: EET Nº 4 — Technician / IT professional: Networking, Communications and Programming. Baccalaureate in computer science. Average: 8.37.

Languages

Spanish: Native.

English: Advanced.