Heitor Siller

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Senior Fullstack PHP/Web Developer and IT Professional with academic backgrounds in Business Administration (BSc, MSc) and Information Technology. Specialized in PHP 8, JavaScript, and MySQL, with solid hands-on experience in Java, Objective-C, Swift, and other technologies. Deep expertise in data modeling—particularly with MySQL, and working knowledge of SQL Server, PostgreSQL, and Access.

Proficient in marketplace and payment system integrations, with advanced capabilities in web systems development. Currently focused on Laravel and React.js, with growing expertise in both frameworks. Fluent in English, Spanish, French and Portuguese. A long-time enthusiast of the internet and web technologies, involved since their early days.

Skills

PHP, Javascript, Java, Swift, VBA, MySQL, Data Modeling, SQL Server, Laravel, React.js, Vue.js, JQuery, Git, Composer, Docker, UX/UI, CSS3, JQueryUI, Photoshop, WHM/CPanel, Basic Web Server Tunning, SaaS, Business Strategy, Product Strategy, Product Vision, Product Management, network administration, web server tunning.

Experience

2021 – 2025
Fullstack PHP Developer, Founder and Owner / ALL2C E-Commerce
Started his own e-commerce business in marketplaces and his own store, initially reselling products from his partner Coleciona Brinquedos/Semaan and later also importing products directly. He personally developed his own hub (PHP + JS + CSS3 + HTML5) integrating MercadoLivre, Amazon, Shopee, Magalu and Americanas.

2025
Fullstack PHP Developer / FácilZap (freelance)
Fullstack PHP Development using Laravel and Codigniter frameworks.

2020 – 2021
Fullstack PHP Developer & Marketplaces Integrator / Coleciona Brinquedos
Comprehensively and urgently integrated physical stores that were paralyzed by the pandemic to sell online on the main marketplaces. Conceived and executed the entire idea in record time, including the personal creation of his own integration hub (PHP + JS + MySQL), the automated capture of thousands of images, pricing and creation, and management of ads and sales.

2007 – 2025

Fullstack PHP Developer, Founder and Owner / WarOnline
Designed the game WarOnline (www.waronline.com.br) (PHP + JS + CSS3 + HTML5) from scratch, initially as a personal exercise in learning programming. After the spontaneous success with the public, he dedicated himself to the development and complete maintenance of the platform, maintaining a self-managed dedicated server. Originally created to be played on the web through the browser, he also personally programmed and developed mobile ports for Android (Java) and iOS (Objective-C/Swift).

2009

Fullstack PHP Developer / Privalia Virtual Outlet
Responsible for the development and maintenance of the company's Brazilian backend, using LAMP and Javascript.

2007-2008

Fullstack PHP Developer / Connix Informática
Responsible for the development and maintenance of several projects and Web systems, using LAMP and Javascript. Highlight for the systems of the physical retail chain Babush.

Education

2009 - 2011

MSc Degree in Administration / FEA-University of Sao Paulo

2002 - 2007

Bachelor's Degree in Administration / FEA- University of Sao Paulo

1998 - 2001

Data Processing Technologist / FATEC-SP

Languages

- **English :**   fluent for reading, speaking and writing

- **Spanish :**   fluent for reading, speaking and writing

- **French :**   fluent for reading, speaking and writing

- **Portuguese :** fluent for reading, speaking and writing (native)

Hobbies

Basketball • Cycling • Current Affairs • Geography • Audiovisual • Travelling