Pedram Gholizadeh

Technical Lead · Backend Developer · Project Manager

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EXECUTIVE SUMMARY

Backend-focused technical leader with **10+ years** architecting and scaling high-traffic platforms across media, e-commerce, and SaaS. Specialist in **PHP/Laravel** ecosystems, distributed API design, caching strategies, and SSO/authentication at scale. Founder mindset with proven ownership across the full delivery lifecycle — from system design and team leadership to product strategy and shipping. Trusted to translate ambiguous business goals into resilient, observable, performant systems that grow with the organization.

EXPERIENCE

Webiro — Present
Founder & Technical Director

- Led architecture and delivery of **50+ digital products** across diverse industries.
- Designed scalable backend systems and API infrastructures powering client platforms.
- Owned technical strategy, client delivery, hiring, and system design decisions.

Tehransite — Jan 2022 - Mar 2023
Co-Founder & Engineering Lead

- Led engineering teams and defined backend architecture standards.
- Built scalable web platforms and internal APIs for production workloads.
- Managed end-to-end product delivery and release cadence.

Farakav Holding — Oct 2020 - Mar 2022
Backend Engineer
Platforms: Varzesh3 · Anten · Tamasha

- Built and optimized high-traffic backend services serving millions of users.
- Designed **Redis caching strategies** and centralized **SSO authentication**.
- Contributed to livestream infrastructure and real-time delivery services.
- Developed crawler and data-aggregation pipelines for content platforms.

Iransite — Nov 2019 - Jul 2020
Backend Lead · WordPress Engineering Manager

- Led backend engineering across **100+ client projects** and production systems.
- Designed deployment pipelines, code standards, and architectural patterns.
- Improved performance, reliability, and scalability of live platforms.

ESNews — Nov 2018 - Aug 2019
Developer & Technical Engineer

- Managed and developed the **ESNews news platform**, ensuring stable performance and continuous feature delivery.
- Built and maintained custom WordPress themes and plugins tailored for editorial workflows and content distribution.
- Coordinated with content and SEO teams to optimize site structure, indexing, and overall search visibility.

Avrinet Digital Marketing Agency — Apr 2018 - Sep 2018
Developer & WordPress Developer

- Developed and delivered **custom WordPress websites** for clients, tailored to specific business requirements and functionalities.
- Designed and implemented **bespoke WordPress plugins** to extend core CMS capabilities and support client-specific features.
- Optimized website performance through advanced caching strategies, database tuning, and front-end performance improvements.

Alibaba — Oct 2017 - Mar 2018
SEO & Technical Systems Engineer

- Lifted competitive keyword rankings via technical and structural optimization.
- Improved site performance, indexing architecture, and backend SEO systems.

Other! — Jul 2015 - Nov 2019
Developer & WordPress Developer
Companies: Saba Holding, Sargon Co, Ariyan

CORE SKILLS

LANGUAGES & FRAMEWORKS
PHP 8 · Laravel · Symfony · CodeIgniter · Livewire · Composer · PHPUnit

ARCHITECTURE & APIS
Backend Architecture · System Design · REST API Design · SSO & Authentication · Queues & Caching

DATABASES & PERFORMANCE
MySQL / MariaDB · Redis · Performance Optimization

DEVOPS & INFRASTRUCTURE
Docker · Kubernetes · CI/CD · Linux · Nginx · Cloudflare · Git

CMS & E-COMMERCE
WordPress Engineering · WooCommerce

LEADERSHIP & DELIVERY
Team Leadership · Product Ownership

LANGUAGES

Persian	Native
English	Fluent
Turkish	Conversational

HIGHLIGHTS

10+ yrs backend leadership · **50+** products shipped · **100+** production deployments · architected SSO & Redis caching for platforms serving millions.