

Paulo Geliandes da Silva

Full-Stack Engineer

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SUMMARY

- Senior Full-Stack Developer with strong expertise in **Next.js**, **TypeScript**, and **Node.js**.
- Experienced in building scalable web applications end-to-end, from **high-performance front-end** interfaces to **robust back-end services** and **integrations**.
- Strong focus on performance (**Core Web Vitals**), **SEO**, and conversion optimization (**CRO**), with proven impact on business metrics.
- Hands-on experience with headless **CMS** (Strapi and Payload CMS), cloud solutions (**AWS**), and **API integrations**.

SKILLS

- **Frontend:** React.js, Next.js, TypeScript, JavaScript, Styled Components, Tailwind, SSR;
- **Backend:** Node.js, NestJS, Express.js, REST APIs;
- **Cloud & Infra:** AWS, Redis, caching strategies;
- **CMS:** Strapi, VTEX, TrayCorp, WordPress, Payload CMS;
- **Architecture:** REST, Headless CMS, component-driven architecture;
- **Performance & Analytics:** Web Vitals, SEO, CRO, GA4, GTM.

PROFESSIONAL EXPERIENCE

Cogna Educação

Remote

Senior Full-Stack Developer (Full-Stack III)
Front-End Developer II/III

Oct/2024 – Present
Jun/2023 – Oct/2024

- Started as a Front-End Developer and promoted to Full-Stack Developer III;
- End-to-end development of scalable web applications using Next.js, TypeScript, and Node.js;
- Development of backend services, APIs, and integrations;
- Integration with headless CMS (Strapi) for dynamic content management;
- Implementation of performance optimizations (Core Web Vitals) and SEO improvements;
- Creation of high-converting landing pages and A/B testing strategies;
- Design of caching strategies and performance monitoring;
- AWS S3 integration for file handling and delivery;
- Collaborated in architectural decisions and technical solutions for scalable systems;

Workana

Remote

Full Stack Developer (Freelancer)

Jan/2021 – Jun/2023

- End-to-end development of web applications, integrating front-end and back-end;
- Development of scalable applications using React, Next.js, and Node.js;
- Integration with headless CMS and third-party APIs;

Monks

SEO/CRO Developer

SEO Analyst

Remote

May/2022 – Jan/2023

Jan/2022 – May/2022

- Progressed from SEO Analyst to SEO/CRO Developer, expanding from analysis to implementation;
- Implementation of technical SEO optimizations (structured data, meta tags, indexing strategies);
- Development of A/B tests and experimentation strategies to improve conversion rates;
- Performance optimization focused on Core Web Vitals and page speed;
- Hands-on development and maintenance of VTEX and WordPress applications;
- Integration of structured data (rich snippets) to improve search visibility;
- Data-driven decision making using GA4 and Search Console to improve performance and conversion;
- Monitoring KPIs and identifying growth opportunities in organic traffic and conversion.

EDUCATION

Faculdade de Tecnologia de Sorocaba

Bachelor's in Systems Analysis and Development · Jul/2021 – Dec/2025

LANGUAGES

- **Português** – Native
- **Inglês** – Advanced (Professional)