# Massimiliano Rosorani

## Front-end and WordPress Developer

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## Summary

Front-end and WordPress developer with 15+ years of experience turning designs into fast, accessible, maintainable interfaces, from single-page applications to high-traffic websites. I write clean, semantic HTML and lean CSS/SCSS with a strong focus on accessibility (WCAG), and I am comfortable full-stack (PHP, Symfony, Laravel, Node.js, REST APIs, AWS, Shopify).

From 2017 to 2026 I was front-end lead at **Pernod Ricard (Irish Distillers)**, building and maintaining 4–5 whiskey brand websites on WordPress and Symfony, the largest being **jamesonwhiskey.com** with millions of visits. Earlier I built the live-betting front-end at **Paddy Power** and data-intensive single-page applications at **Creme Global** for clients such as FDA and Nestlé.

**Available immediately.** EU citizen based in Italy (CET), open to remote roles as an employee (directly or via EOR) or as a contractor (**VAT-registered**, set up for international invoicing), and to occasional travel across Europe.

## Technical skills

**Front-end:** JavaScript (ES6+), HTML5, CSS3, Sass/SCSS, jQuery, Bootstrap, responsive and cross-browser development, Accessibility (WCAG), Figma, RESTful APIs, WebSockets
**Frameworks / libraries:** React, Vue.js, AngularJS (v1)
**WordPress:** Gutenberg block development (React), ACF, custom plugin development, multi-site block reuse
**Back-end:** PHP, Symfony, Laravel, Node.js, PHPUnit
**Platforms & cloud:** AWS (Step Functions), Shopify
**Database:** MySQL, MariaDB
**DevOps & tools:** Docker, Jenkins, CI/CD, Git, GitHub, Webpack, Vite, Jira, Confluence, Slack
**Ways of working:** Agile/Scrum, AI-assisted development (Claude Code)
**Currently learning:** TypeScript (self-study)

## Professional experience

### Front-End / WordPress Developer

**Pernod Ricard (Irish Distillers)** | Dublin, Ireland / Remote | Feb 2017 – Jul 2026
*Multinational wine and spirits company, approx. 20K employees*

- Led front-end development for a portfolio of 4–5 whiskey brand websites with worldwide reach, the largest being jamesonwhiskey.com with millions of visits; for a period, managed a developer on the team.
- Delivered projects end-to-end, from finished design to production launch, on Symfony first and WordPress later.
- Built custom Gutenberg blocks in React and an internal WordPress plugin to reuse them across all brand sites.
- Led accessibility initiatives (WCAG), identifying and fixing the most serious issues.
- Implemented and customised Shopify storefronts; built tablet applications for in-store use.
- Extended a critical Node.js application on AWS, orchestrated with Step Functions, that records thousands of newsletter sign-ups.
- Acted as direct point of contact for the marketing team, turning their feedback into a simpler editing experience, visual changes and new features.

### Front-End Developer
**Creme Global** | Dublin, Ireland | Feb 2015 – Jan 2017
*Statistical modelling for food and health safety, approx. 20 employees*

- Built the front-end of several AngularJS (v1) single-page applications consuming RESTful APIs, including a probabilistic pesticide-exposure estimation platform and an online dietary intake tool (foodbook24.com).
- Developed complex data-entry interfaces: Excel-style grids, wizards and multi-step questionnaires.

### Web Developer
**Paddy Power** | Dublin, Ireland | Jan 2012 – Jul 2014
*Online betting and gaming, approx. 3,000 employees*

- Launched and rebranded multiple paddypower.com/.it properties, including registration forms, landing pages and the casino front-end.
- Built and maintained the live-betting front-end with AngularJS (v1) and WebSockets in an agile team.
- Ran front-end performance R&D, wrote unit tests with PHPUnit and mentored a junior developer.

### Web Developer
**Neworld Associates** | Dublin, Ireland | Oct 2009 – Dec 2011
*Advertising, branding and corporate identity agency, approx. 20 employees*

- Built, as sole developer, a lightweight reusable CMS in Microsoft ASP, covering both front-end and back-end.
- Set up and customised WordPress and Joomla sites and built proofs of concept with the Yii PHP framework for clients such as Jelly Bean Factory, Glenisk and Japan Tobacco International.

### Front-End Developer
**Visrez** | Dublin, Ireland | Oct 2008 – Aug 2009
*Online booking for hotels and events, web agency, email marketing*

- Converted PSD designs into cross-browser HTML for major Irish hotels; built newsletter templates, CSS/JS (PrototypeJS) skins for a Ruby on Rails booking engine and Shopify templates.

### Earlier experience: Web Developer
**Lykonos, Datamarche, Creso, WebStandards (freelance)** | Italy | 2000 – 2008

- Built e-commerce platforms with credit-card payments and 50+ front-end skins for an ASP/XSL CMS; delivered W3C AAA accessibility compliance for public-administration websites.

## Project highlights

**jamesonwhiskey.com** – flagship and highest-traffic site of the portfolio. Moved the custom blocks from ACF to Gutenberg (React), took part in two complete redesigns delivered with internationally renowned design studios, and maintained the site over the years with great attention to accessibility and user experience.

**webakery apps** – full-stack side project built solo: a Laravel REST API consumed by a Vue.js front-end for managing recipes (with automatic ingredient scaling) and guitar chords, with Git-based CI/CD deployment for both. Recently extended with AI agents. Demo available on request.

## Languages

**Italian** (native); **English** (fluent, full professional proficiency: 12 years living and working in Dublin); **Brazilian Portuguese** (limited working proficiency: 2 years living in Brazil).