

Rowielokent Matsui

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PROFESSIONAL SUMMARY

Full-stack developer with 7+ years building and maintaining web applications across WordPress, PHP, React, and Vue.js. Led a 5-person team and architected third-party and AI integrations (Salesforce, OpenAI, Stripe, AWS) that cut hours of manual work down to minutes. Recent focus on MCP servers and AI-driven tooling for e-commerce and support platforms.

TECHNICAL SKILLS

Languages: PHP, JavaScript, TypeScript, Python, SQL, Sass

Frameworks & Libraries: React, Next.js, Vue.js, Hono, oRPC, TailwindCSS, Laravel, Codelgniter, MERN

CMS & E-commerce: WordPress, WordPress Plugin Development, WooCommerce, WooCommerce Subscriptions, Elementor, ACF

Databases: MySQL, PostgreSQL, Turso / libSQL, Drizzle ORM

Cloud & AI: AWS (Textract, Lambda, S3), Cloudflare, Bunny CDN, Backblaze B2, OpenAI, OpenRouter, Anthropic Claude, Replicate, MCP Servers

Integrations & APIs: REST API design, Salesforce, Stripe, Zapier, Google (Drive/Analytics), Microsoft SharePoint, Order My Gear, Affinity, JWT

Tools & Platforms: Git, Bun, Turborepo, Zendesk, Zendesk Sell, Matomo

PROFESSIONAL EXPERIENCE

EcomExperts

Dec 2025 - Present (concurrent)

Senior WordPress Developer (AI-Assisted Development)

- Lead developer across a portfolio of SEO and AI content tools, spanning WordPress plugins and TypeScript (Bun, Next.js, Hono) web applications, using AI-assisted development to ship features at high velocity.
 - **PBN Manager:** Built an SEO platform (Next.js, Hono, Turso, Drizzle, OpenRouter) that generates sites, deploys them across multiple clouds (AWS S3, Bunny CDN, Backblaze B2, Cloudflare), and manages interlinking; designed the topical-maps engine with AI-grounded, SERP-verified content mapping, hub-and-spoke architecture, a React Flow editor, and content-gap and keyword-cannibalization analysis.
 - **WordPress plugins:** Built and led development of multiple WordPress plugins, including an AI content generator (multi-LLM: OpenAI, OpenRouter, Claude, with web research and image generation) and an AI FAQ-hub plugin optimized for LLM and GEO ranking with JSON-LD schema and scheduled publishing.
- Re-architected client service pages from a monolithic template into a modular, reusable Elementor and ACF section system.

NovaSignage

Sept 2025 - Present

Web Developer (Part-Time)

- Built an MCP server integrating the WordPress/WooCommerce store, Zendesk, and Zendesk Sell, letting support staff retrieve records across all three systems from one place instead of searching each manually.
- Developed a browser extension that scrapes Etsy order data, cutting a manual copy-paste from 30+ minutes to approximately one minute per batch.
- Developing an AI-powered automated front-desk product that answers customer questions through voice interaction and facial detection.
- Manage the Zendesk instance and built a plugin adding capabilities such as global client priority across related organizations.

SkillSuccess

Oct 2024 - Sept 2025

Web Developer

- Helped develop and ship user-facing features on a mid-size e-learning platform, contributing to user engagement and core functionality.
- Cleared the entire outstanding bug backlog, diagnosing and resolving complex issues that measurably improved application stability, performance, and reliability.
- Partnered with UI/UX designers to deliver responsive, pixel-perfect layouts across all devices.

Maennche

Sept 2022 - July 2024

Contract Software Developer / Lead Developer

- Led a 5-person development team; established clear project ownership, and drove hiring and onboarding initiatives.
- Standardized integrations so the team can utilize and extend them with minimal ramp-up time.
 - **TGI:** Integrated Salesforce to centralize customer data and order tracking across stores (including Order My Gear); built a customizable, mobile-responsive store embeddable in WordPress and connected to the TGI portal and Salesforce; integrated Affinity and Google Drive to streamline design uploads and status syncing.
 - **InterviewMagic:** Built the resume-reader feature supporting multiple file types, using AWS Textract and AWS Lambda (Python) to convert uploads into Textract-readable formats.
 - **TEDC:** Implemented Microsoft SharePoint integration; handled cleanup and bug fixes inherited from the previous developer.
 - **CORE (shared internal codebase):** Built an AI-powered language library enabling one-click translation of every company site into any language (launched with English and Spanish), removing the need for manual per-language localization; initiated OpenAI, Stripe, and Zapier integrations.

Freelance

July 2021 - Aug 2022 (concurrent)

Full-Stack Developer

- **adtsolarpro.com:** Designed and built site pages plus user-facing and backend processes; implemented email functionality and advised on feature planning.
- **Learning Management System (URL under NDA):** Designed the full database schema and table relationships; built every page and feature; implemented an API to receive and process data from the home site; developed quiz and lesson algorithms.
- **Blue Rose - bluerosebeautybar.com:** Built the shopping cart with PHP sessions; designed and built most user-facing pages; created backend API functions consumed by the frontend; led development and reviewed colleagues' code for consistency.

Wistkey

Oct 2021 - July 2022

Intermediate Developer

- Delivered Vue.js and WordPress projects and supported team members as the company's primary WordPress specialist.
 - **inspiringhk.org sites (sportscoachhk, welldunk, sportslink):** Built new Vue.js pages from layout templates, integrated APIs and features, added translations, and optimized site speed and accessibility; bridged free-only plugins to meet client requirements.
 - **blog.wistkey.com & maintenance.wistkey.com:** Built site layouts from WordPress templates, designed the homepage in Elementor, and managed blog content.
 - **Women Empowerment Site:** Built layouts in Elementor, integrated plugins and features to the client's vision, and added custom CSS for designs beyond the default tooling.

Eversun Software Philippines Corporation

Aug 2018 - Sept 2021

Web Developer

- **MyCreditStatus (mycreditstatus.co.za):** Migrated the site from raw PHP to WordPress and optimized report-page SQL queries, cutting load times from several minutes to under a minute; led Payfast, Stripe, and WooCommerce Subscriptions integrations with custom flows; integrated Postmark, Sendy, and ConvertKit email services and a records-aggregation API.
- **GlobalMoneyAcademy (globalmoneyacademy.com):** Led Payfast, Stripe, and WooCommerce Subscriptions integrations; built a REST API for third-party record access; set up Google Analytics and Matomo; configured business-critical plugins.
- **IMU Marketing (imumarketing.com):** Built custom WordPress plugins and optimized MySQL queries to rebuild slow-running pages and processes.

EDUCATION

University of Southeastern Philippines

2018

Bachelor of Science in Information Technology (BSIT) - Dean's Lister

ADDITIONAL EXPERIENCE

Conversa Mobile Incorporated - Sales Agent (May 2016 - Jan 2017): Door-to-door sales and customer service.