Full Stack Developer, MarTech, AdOps & Tracking Integrator

Web Development, MarTech Infrastructure, AdOps Automation, Conversion Optimization, API Integrations.

AlexK

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Time Zone: UTC +3

Tech Stack:
PHP, SQL, JS, CSS, HTML

> Web Developer & MarTech Integrator creating web & mobile apps and conversion tracking solutions.
>
> Focused on a **remote full-time** role within an ambitious international team to drive business scale.

Hard skills:

💻 WebDev Stack:

- **Frontend:** JavaScript, HTML5, CSS3. PWA apps. Vue.js, jQuery, Turbolinks.
- **Backend:** PHP, Composer, different frameworks & CMS.
- **Database:** SQL (MySQL/SQLite) - Triggers, Foreign Keys, JOINs, UNIONs, FULLTEXT.
- **Build & Deploy:** Node.js, npm, Webpack, Gulp.
- **Android:** Java basics, TWA, Cordova, Capacitor, Ionic, WebView hybrid apps.
- **APIs & Integrations:** REST APIs for a whole bunch of platforms.
- **Tooling & Workflow:** Git, AI tools, serverless functions, Cloudflare Workers, GitOps.

🛠️ DevOps & Infrastructure:

- **Server Management:** Linux OS (Debian/Ubuntu) administration, control panels for web/database/email servers.
- **Automation & Deployment:** Bash scripting for server tasks, Git-based workflows, and automated environment deployment.
- **Network & Security:** Cloudflare (API-driven management), DNS orchestration, SSL/TLS, and VPN/Proxy configurations.
- **Cloud & Workspace:** VPS/Cloud administration and infrastructure setup. Enterprise collaboration platforms and IAM management for teams and organizations.

🎯 MarTech, AdOps & Tracking:

- **Conversion Tracking:** GTM, pixel, S2S postbacks, server-side tracking, ads Conversion APIs.
- **Data Integrations:** custom API pipelines, data flows, attribution modeling, partner network integrations.
- **Ad Ops & Automation:** ads management systems & automation scripts, landing page generators, anti-detect solutions.
- **Performance Tools:** advanced analytics dashboards, ad campaigns monitoring & alerts, A/B testing tools.
- **Marketing Software:** TDS trackers, affiliate/partner marketing platforms, CRMs, multi-tools for mass advertising.
- **Traffic Sources:** any kinds of integrations with social media ads platforms, native advertising platforms, etc.
- Affise/Everflow, Voluum/Keitaro/Binom/RedTrack, Shopify/Funnelish/CheckoutChamp, Meta/Google/TikTok Ads, Taboola/OutBrain/MGID/Revcontent/NewsBreak, OneSignal/Twilio/Klaviyo, Dolphin{cloud}/FBTool, AppsFlyer, Zapier/IFTTT, Namecheap, Cloudflare, and more...

🎨 Web Design & UI/UX:

- **UI/UX Focus:** Performance-first landing pages and responsive interfaces for web & mobile.
- **Asset Management:** Technical processing of web graphics, fonts, audio, video, and PDF files.
- **Design-to-Code Tools:** Figma, Photoshop, Illustrator.

Experience:

2016 - Freelance. Worldwide. Remote.

2018 - Frontend dev at an iGaming software development company. CasExe. Prague.

2019 - Web/Apps dev, tech integrator at affiliate marketing team (igaming, betting, dating). Traffic Squad. Kyiv.

2020 - Full stack at political consulting and PR agency. Kyiv.

2022 - CTO at affiliate marketing company. Zlodei. Prague.

2023 - Lead of a small team. Android ASO apps for igaming. Full cycle. Remote.

2024-2025 - Conversion tracking specialist at advertising agency (native ads). Nexio(Germany-based). Remote.

About work

Few examples:

ZionSky[net] - my personal website (multilanguage).
PHP engine using a flat-file system. PWA features. npm/Gulp build, deploy & update automation. Unified codebase shared with Code Shop via a single web-server directory.

Code Shop - online store for selling websites, HTML5 games, PWA and Android applications with their source codes.
PHP engine, MariaDB (SQL). Fast, simple, minimal consumption of server resources, advanced search, PWA, AJAX navigation.

Slots Games Catalog - free HTML5 slots games built with TypeScript, Vue.js, React, Canvas, PixiJS, Three.js.
PHP engine using a flat-file system. PWA, 90+ pagespeed rating, AJAX navigation. npm/Gulp build & deploy automation. Games on Google Play.

Ice Delivery Service - few multilanguage landing pages with order form.
90+ pagespeed rating, PWA, AJAX navigation. Order notifications via Telegram, Viber, Email. My own texts.

Online Grocery Store - gluten-free and lactose-free products with delivery.
PHP with MySQL database. A clone of Code Shop featuring a custom UI and order form. Android TWA app published on the Google Play Store. Products synced with Google Merchant Center. Order notifications via Telegram Bot API. Simple and clear admin interface.

Local News Parsers - modified Joomla CMS core with custom template. Hello from 2018.
100,000+ articles, 90+ pagespeed on desktop, white and dark themes, AJAX navigation. PWA, Android WebView app. YouTube API integration via Cron. Unified Git repo with Gulp build, deploy & update tasks. A custom script for displaying external ads: the type of an ad depends on the keywords in the URL.

More Examples

Personal info:

Marital status: **not married**.

Languages: **English, Russian, Ukrainian**.

Education: **Master's Degree in Automation Systems and Electric Drives; Marine Electrical Engineer**.

> 💡 Bridging Dev & Marketing. I am looking for challenging roles where my technical and management skills can make a real impact. Considering any vacancies, from developer/integrator to CTO or team lead, or for example, an astronaut ;) If you have an ambitious idea or need advice, don't hesitate to reach out !)
>
> P.S. AI opens up entirely new levels of automation in advertising: from linking payment cards to A/B testing. I would like to try to create an autonomous system that would require minimal human intervention in advertising processes: from trend analysis to automated creative generation and bid management.