

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

Backend ArchitectureSystem Design

Scalable SystemsPHPLaravel

MySQLRedisREST APIs

AuthenticationSSO

Performance Optimization

WordPress EngineeringLinuxDocker

GitCI/CDTeam Leadership

Product Ownership

LANGUAGES

PersianNative

EnglishFluent

TurkishConversational

HIGHLIGHTS

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