# PHAM QUOC HOANG

Full-Stack Developer

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## SUMMARY

With over 2 years of web development experience and a solid understanding of e-commerce, I have delivered projects for businesses in retail, education and services, always focusing on performance, SEO and user experience. Aiming to grow deeper in e-commerce, helping businesses run efficiently and grow sustainably. Learn more about me and my work on my portfolio.

## CURRENT PROJECT

**Hoàn Hời** · hoanhoi.com — Aug 2026 – Present

*Founder & Developer*

A cashback platform for online shopping, currently running.

- Built the whole project with Next.js.
- Integrated Shopee, Lazada, TikTok Shop, ACCESSTRADE.
- Built the wallet system: cashback credits, withdrawals and cancelled orders.

## EXPERIENCE

**Vani Ecom** — Oct 2026 – Present · Ho Chi Minh City

*Digital Marketing – Ecommerce/POD*

- Built a batch product-image tool powered by AI (Codex CLI), with a desktop GUI and parallel processing.
- Automated image preparation and CSV export for store import.
- Ran the Shopify store: listed and updated products and edited store content.
- Researched POD designs and products to pick new designs for the store.
- Managed the Facebook fanpage: posted content and replied to comments and messages.

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**HD TechLabs Solution** — Jul 2026 – Present

*Software Engineer (AI Evaluation) — Freelance, Remote*

Build math and coding benchmarks to evaluate AI models.

- Write and review advanced math problems with solutions.
- Build coding benchmarks with Docker and automated tests.

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**Puramu** — Feb 2025 – Jun 2026 · Ho Chi Minh City

*Web Developer*

- Built SEO-friendly WordPress themes and WooCommerce stores from Figma.
- Developed custom WordPress plugins and features.
- Wrote Python tools to crawl data and move it into WordPress and WooCommerce.
- Optimised PageSpeed and Core Web Vitals.
- Maintained and secured client websites.

**Meta Technology** Apr 2024 – Jul 2024 · Da Nang

*Backend Developer, part-time*

- Built APIs with Next.js.
- Maintained data flow between services.
- Improved API speed and fixed bugs.

**Lift Software Vietnam** Mar 2022 – Jun 2022 · Da Nang

*Backend Developer, part-time*

- Built APIs with Django.
- Wrote unit tests.
- Fixed bugs and maintained the system.

## SKILLS

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| **WordPress** | WooCommerce, Plugin Development, Custom Themes, Elementor, Flatsome |
| **Ecommerce** | Shopify, WooCommerce, POD, Product Research |
| **Frontend** | JavaScript, TypeScript, React, Next.js, Tailwind CSS, HTML/CSS |
| **Backend** | PHP, Node.js, Python |
| **Database** | MySQL, PostgreSQL, Redis |
| **Performance & Security** | PageSpeed / Core Web Vitals, LiteSpeed Cache, Security Hardening |
| **Tools** | Git, Docker, Figma |
| **AI** | Claude Code, Codex, Gemini |

## EDUCATION

**Duy Tan University** — *Bachelor in Software Engineering* 2021 – 2025

**Languages:** English

## LINKS

**GitHub:** github.com/hoangpham2263

**LinkedIn:** linkedin.com/in/hoangpham2263