

# Sergio Nieto

Consultant - WP expert

sergio@snieto.com

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## Summary

Lately I was the CTO at RentalThemes, where we're trying to give the vacation rental property owners the power to increase their benefits, maximize their bookings and simplify the lodging management with their WordPress sites.

During the past 12 years I've been involved in a lot of different types of web projects, mainly with Wordpress (since 2008) and commerce sites, and founded my own company.

I founded Onestic to be a high-quality e-commerce tech. provider.

The results have been awesome, doing great commerce sites with high conversion rates for big players. As a business partner with a technical profile I was involved in almost all areas of the company: defining customer's product, improving the user experience, increasing conversion in the e-commerce sites and measuring KPI's, developing and lead the development teams.

Onestic have grown to a team of more than 50 people with offices in Valencia, Spain and in Sao Paulo, Brazil.

Along with Onestic, I had also been part of Chicismo's team for three years as a technological partner, with a role of a lead developer (full stack) and UX. Chicisimo is a Spanish startup and the biggest European online fashion community. Chicisimo inspires people what to wear all over the world.

After leaving my company to gain the freedom to explore new projects I became the CTO at Hiphunters, a luxury fashion marketplace, and did Wordpress consulting and complex developments and integrations as a freelance.

The last year (2017) I started another project related with vacation rental and WordPress called RentalThemes.

By the way, I am an active part of the spanish WordPress community and a co-organizer and speaker of the WordPress meetup in Valencia.

I'm always open to new challenges. I love changes and new projects.

Don't hesitate to contact me for any question or proposal.

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## Experience

Wordpress/Woocommerce expert at Freelance

June 2014 - Present

Wordpress expert and ecommerce consultant.

Full stack developer when required as well as tech advisor.

Working with great partners in awesome projects:

- destinonegocio.com
- smartgastronomy.be
- onestic.com
- hiphunters.com
- iedmadrid.com
- blogestudio.com
- stopmurphy.com
- glassy.pro
- xirivella.es

CTO RentalThemes at RentalThemes

April 2017 - Present

Partner at Stop Murphy S.A.S.

January 2015 - Present

IT consultant.

Business strategy.

Wordpress.

Wordpress expert / IT Consultant at Blogestudio

June 2014 - Present

Doing everything you can imagine Wordpress can do.

Also applying lots of features you just didn't know about.

CTO at Hiphunters

December 2014 - January 2016 (1 year 2 months)

WPO, new features, team management, improve product / UX, metrics.

Analytics, Mixpanel, Google Tag Manager, Lucky Orange.

Wordpress, NodeJS, MongoDB, Nginx PageSpeed module.

Lead Developer, UX at Chicisimo.com

January 2011 - June 2014 (3 years 6 months)

Chicisimo is the biggest European fashion network and an awesome startup.

I've been part of the Chicisimo team for three years, doing different tasks and specializing as the project grew.

A noteworthy task was the own api exposure to be consumed by the fashion mobile app created by Ebay Inc. I worked side by side with the Ebay team from USA and Russia.

Roles:

- Frontend / backend developer - Wordpress & Buddypress (we rewrite all in Ruby in the end).
- Backend developer: Search engine, third-party api integrations, own private API rest creation for Ebay Inc., code optimization.
- UX/UI.

Culture:

TDD, Agile.

Remote.

Slack, Github, Trello, Hangout.

Small steps, shipping fast, measure all, user centric, and iterate.

**Cofounder at ONESTIC Innovación y Desarrollo S.L.**

**May 2008 - December 2013 (5 years 8 months)**

Onestic is one of the main ecommerce strategy and development providers in Spain, developing international sites for big and medium sized brands.

I was one of the founders and business partner.

Main tasks I've done in Onestic:

- Product owner: Taking care of the product, thinking about how to increase conversion, growth and engagement.
- Team manager: Managing the developers team many times, in different kind of projects.
- IT consultant: Web sites, ecommerce sites, mobile sites, and UX/UI.
- Wordpress expert/consultant: We've done a lot of sites with Wordpress and Buddypress, for more than 7 years. Themes, plugins, communication with third party api's and other platforms such as Magento. Chicisimo.com is the best example.

**Analista programador at Accenture**

2005 - 2007 (3 years)

Software Developer at Fujitsu Spain

2005 - 2005 (1 year)

Developer

2004 - 2005 (2 years)

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## Education

Universitat Politècnica de València (UPV)

Master of Computer Applications (M.C.A.), Computer Software Engineering, 1996 - 2002

Activities and Societies: Football

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[Contact Sergio on LinkedIn](#)