HAMID MEHRANI

WEB DEVELOPER — WORDPRESS & NEXT.JS · SEO-DRIVEN, AI-ASSISTED DELIVERY

Remote-first · Async-native (Written / Chat) · hamid@exvorta.com · hamidmehrani.pages.dev · github.com/hamidmehrani · linkedin.com/in/hamidmehrani

SUMMARY

8 years in web — 5 years freelance (e-commerce, WordPress, SEO), 2 years in-house, now founder. I build and own websites end-to-end: development, technical SEO, Core Web Vitals, content pipelines, and production operations. Live work includes exvorta.com (Next.js 15 + Payload CMS + Cloudflare Pages), firoza.ir, and 6 multilingual trade showcase sites. Remote-first, strong async writer across time zones.

EXPERIENCE

Founder — Exvorta Jul 2026 — Present · Remote

- Launched **exvorta.com** — B2B trade-file compliance SaaS (Next.js 15, Payload CMS, PostgreSQL, Cloudflare Pages) with crypto-only billing architecture (NOWPayments + BTCPay, USDT/TRON).
- Building Exvorta Suite for global traders: AI trade documents (commercial invoices, packing lists, CoO, BoL), corridor compliance checks, shipment tracking, and trade CRM.
- Directs a multi-agent engineering pipeline with automated quality gates and maintains a reusable multilingual Next.js + Payload exporter engine powering 6 live trade showcases (Spicevo, Nutave, Stonvi, Aurum, Meridian, Vestra).

Creator — Website Audit Tool & pdfscript Aug 2026 — Present · Remote

- Engineered a 7-stage automated audit pipeline (Puppeteer, Lighthouse, axe-core, AI vision critique) outputting measured 14-page branded client proposal PDFs in minutes.

Creator — LeadGen Machine Jun 2026 — Present · Remote

- Built a Python cold-outreach engine (30+ modules): discovery across 85 query matrices and phone/email verification across 21 countries.
- 48,000+ B2B leads processed (~15k/month capacity) with per-lead scoring profiles, AI reply classification, self-learning message loop, and anti-ban sender architecture.

Independent Product Builder Nov 2025 — Jun 2026 · Remote

- Prototyped the automation pipelines that became LeadGen Machine and the Website Audit Tool; architected Exvorta's technical foundation and multi-agent runner infrastructure.

Web Developer — Firoozehland (firoza.ir) Apr 2024 — Oct 2025 · Full-time

- Owned the company's web presence end-to-end, including **firoza.ir** (Nishapur turquoise export): engineering, content-production direction, publishing, and operations.
- Technical SEO architecture, Core Web Vitals optimization, and multilingual conversion flows.

Developer — SamianSoft Mar 2023 — Mar 2024 · Full-time

- Built a production plugin synchronizing catalogs of thousands of SKUs with the company platform via deterministic SKU-based matching.
- Owned technical SEO, Core Web Vitals across company properties, and technical/marketing documentation.

Freelance Web Developer Jan 2018 — Feb 2023 · Remote

- Five years delivering custom e-commerce storefronts, WordPress builds, technical SEO, and end-to-end client operations.

SKILLS

AI & Automation: Multi-Agent Orchestration · Claude API · OpenAI API · Python (30+ modular pipelines) · Playwright / Puppeteer · Prompt Engineering

Web & Edge: Next.js 15 · Payload CMS · WordPress · Tailwind CSS · PostgreSQL / SQLite · Cloudflare Pages / Workers · Docker · Technical SEO · Core Web Vitals

Product & Growth: SaaS Architecture · B2B Trade Workflows · Go-to-Market · UX Systems · Technical Async Writing

LANGUAGES

English (Professional Written Proficiency · Async-First via Chat / Email / Docs) · Persian (Native)