

William Troiano

Full-Stack Web Developer & Product Engineer

Woodland, NC • Remote-Only

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What I do

I build and harden web products—taking projects from messy reality to stable, scalable releases. I'm hands-on across backend, frontend, databases, and deployments, and I'm at my best when the work requires real ownership: debugging deeply, rebuilding confidently, and shipping outcomes.

Highlights

- Full ownership of product and engineering decisions from concept to deployment
- Built and operated incentive marketing and membership platforms at scale (millions of sessions per year; high transaction throughput)
- Delivered performance and reliability improvements through profiling, production hardening, and capacity planning
- Created REST APIs and partner integrations that enabled growth and streamlined onboarding
- Led small teams (1–5) and improved development practices across projects
- Contributed to the growth of a business that was strategically acquired (impact through execution and delivery)

Core skills

Backend: PHP, Laravel, REST APIs, MVC, queues, integrations

Frontend: HTML, CSS, JavaScript, Bootstrap, React

Data: MySQL, PostgreSQL, MongoDB, Redis

Ops: Linux, Docker, CI/CD, DevOps fundamentals

Strengths: Debugging, refactors, performance tuning, architecture, shipping under pressure

Experience

Lead Software Development Engineer — 99Ventures (Remote)

Apr 2024 – Present

- Own the full development lifecycle: architecture, implementation, deployment, monitoring, and iteration
- Balance hands-on engineering with planning and stakeholder communication
- Deliver scalable solutions aligned with business goals and real-world constraints

Web Developer — CoreSmart Interactive, LLC (Putnam, CT)

Apr 2019 – Nov 2025

- Introduced stronger development practices that improved consistency across projects
- Increased maintainability of existing codebases through structural improvements and refactors
- Built a TALL-stack e-commerce site integrated with a custom ERP backend
- Provided debugging and customer support as needed to keep production stable

Project Lead Developer — Sago (Remote)

May 2022 – Apr 2024

- Owned the full engineering function for an incentive marketing membership platform
- Led end-to-end delivery: architecture, development, testing, deployments, monitoring, and maintenance
- Built and enhanced incentive and membership features and partner integrations
- Improved reliability and performance through profiling, debugging, and production hardening
- Translated business goals into clear technical plans and shipped outcomes quickly

Lead Developer — Opinion Capital Inc. (Remote)

Mar 2018 – May 2022

- Developed and managed multiple platforms and servers, including independent infrastructure and remote databases
- Built a modern client panel with invoicing, roles/permissions, and performance insights
- Implemented a complete REST API for publishers and partners
- Launched a surveys-based offer wall with no-code integration and server-to-server postbacks
- Designed a reward optimization SaaS product with gamification (badges, achievements, bonuses, rankings)

Education

Uxbridge High School — Uxbridge, MA (2001–2005)

How I work

- I don't "can't." I diagnose, debug, rebuild, and ship.
- Clear communication, honest estimates, and proactive updates.
- I prefer ownership: fewer handoffs, faster outcomes, cleaner systems.

Availability

Open to: Contract / Part-time / Full-time (Remote)

Best way to reach me: William.troiano@pm.me