# Álvaro Martínez Hidalgo

**WordPress · PrestaShop · PHP · Odoo · Digital accessibility**

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Web developer and technical lead with over 20 years of experience across e-commerce, IT systems and support. Led a team of 14 and delivered more than 600 websites and online stores through Elige Una Web. Builds custom software and accessible experiences, with practical experience integrating a PHP/MySQL SaaS platform with Stripe and Odoo.

## PROFESSIONAL EXPERIENCE

### Head of Web Development & E-commerce

Jacidi Corp. · Barcelona | Mar 2024 - Mar 2026

- Led a team of 14 working on web, e-commerce and digital services.
- Technical responsibility for Club Metropolitan’s digital ecosystem: website, members’ intranet, apps and custom development.
- Website work for Hesperia Hotels & Resorts and other clients; implementation of designs and email marketing templates.
- Managed Google Ads, Meta Ads, social media and SEO; coordinated enhancements, integrations and incident resolution.

### IT & Development Director

Elige Una Web | Mar 2007 - Mar 2026

- Delivered more than 600 websites and online stores, alongside IT consulting and corporate network maintenance.
- Developed accessible software and websites for people with visual disabilities, applying WCAG criteria.
- Created 35 Odoo modules, with versions spanning Odoo 15-19 depending on the module; worked with WordPress, WooCommerce, PrestaShop, Magento and Drupal.
- Developed security code for PrestaShop/Redsys modules.

## EARLIER EXPERIENCE

IT support / programming · Judicial expert services | 2009-2020
Website implementation, IT support and software development.

IT support · Retractil | 1996-2007
Technical support, troubleshooting and systems maintenance.

### TRAINING PROJECT · ESCUELA MUSK · 2026

## Adresles · PrestaShop & WooCommerce

Extended existing e-commerce modules: Data → Shipping → Payment checkout, payment/shipping method selection and ordering, and responsive Escaparate design. PHP, JavaScript and CSS. Delivered for review; final gateway and production validation pending.

### SELECTED OWN PROJECTS · ONGOING

## NIW SaaS / Adapta tu Web

PHP/MySQL platform for licences, subscriptions, releases and commercial/usage dashboards. Event-driven XML-RPC integration with Odoo 15 for contacts and subscriptions, linked to Stripe purchases. A Python script synchronises contacts and tags and returns JSON. Odoo generates invoices.

Delivery: Git for personal projects, a separate test environment on an own VPS and SSH deployments. Completed an Odoo migration from version 15 to 16.

## Blind Reader

Accessibility assistant for WordPress and PrestaShop. Work on page structure, navigation guidance, keyboard interaction and screen-reader support. Recognised at Ecommerce Tools 2026 as Best Product for Web and CMS (7 May 2026).

## 35 own modules · Odoo

Clinical management, dashboards, helpdesk and business tools. Versions spanning Odoo 15-19 depending on the module. apps.odoo.com · github.com/eligeunaweb.

### TECHNICAL SKILLS

Development: PHP, JavaScript, HTML5, CSS, SQL/MySQL, jQuery; Python.
Platforms: WordPress, WooCommerce, PrestaShop, Odoo, Magento, Drupal.
Accessibility: WCAG, WAI-ARIA, semantic HTML and screen readers.
Tools: Git/GitHub, SSH, Linux, Windows Server; Figma-to-WordPress implementation.
AI & data: ChatGPT, Claude, Codex; training in Pandas, NumPy and Power BI.

### RECENT TRAINING

AI Specialisation (150 h) and Python Programming (300 h) · ARP Certificate, 2026.
Django & Flask; Data Analyst (Pandas, NumPy, Matplotlib); Git & GitHub · Escuela MUSK, 2026.
Accessibility & AI · Microsoft, 2026. Power BI and Gemini AI · Santander Open Academy, 2026.
Programming, PHP and UI/UX · ESPAI / Ironhack. Additional training: Cisco, IBM AS/400 and Google Ads.

In progress: Python for Data Science, AI & Development (IBM/Coursera); Introduction to Web Accessibility (W3C/edX); Catalan B2.

Languages: Spanish; basic English; Catalan B2 in progress.
Location: Remote from Spain or hybrid in Barcelona.