

MARCC JOSEPH ATAYDE

FULL-STACK WEB DEVELOPER · AI & AUTOMATION ENGINEER · SEO SPECIALIST

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SUMMARY

Full-stack developer and automation engineer with 5+ years building and operating production systems in Laravel, Livewire, Next.js, Node and Python. Specialised in AI-powered workflows — integrating Anthropic Claude, OpenAI, Gemini, DeepSeek and ElevenLabs into real-world business tools including CRMs, ad-creative pipelines and multi-channel marketing automation. I own delivery end-to-end, from architecture and code to the Linux infrastructure each product runs on.

EXPERIENCE

Green Apple Travel & Tourism

Dubai, UAE

Web Developer / Digital Marketing Strategist

May 2021 – Present

- Architected the **GATT System** — a Laravel 13 multi-branch travel ERP/CRM (~52,575 lines of PHP, 94 models, 146 migrations) covering sales, finance, HR/payroll, courier logistics, marketing and document workflows.
- Built an AI ad-creative platform (Claude, ElevenLabs, Remotion, Cloudinary) and a provider-agnostic AI layer for document extraction, content generation and customer communication.
- Shipped a Meta Lead Forms API pipeline (Graph v25) and Google Ads API v23 automation; integrated Paymob with HMAC webhook verification and reconciliation.
- Ranked GreenAppleTravel.ae **#1** for high-value UAE travel and visa keywords across 250+ pages using JSON-LD structured data and technical SEO at scale.

HanzWeb — Web Design & Development Agency

Dubai, UAE

Founder & Lead Developer · DET E-Trader Licence No. 1597719

Jan 2026 – Present

- Founded and operate a DET-licensed Dubai web-design agency delivering websites, AI automation and SEO for UAE SMEs.
- Own the full delivery pipeline — discovery, design, Laravel / Livewire / Tailwind build, content, on-page SEO and post-launch support.

Dubai Film Production LLC

Dubai, UAE

Photographer & Web Developer

2017 – 2021

- Produced visual content for media productions; transitioned to full-time web development.
- Grew technical skills in PHP, Laravel and modern front-end tooling.

NAV Design and Construction

Philippines

Web Developer (Internship)

2016

- Developed and launched the company website (nav-dc.com) and full online presence.

PROJECTS

Flagship products

- GATT System** (*internal*) — Laravel 13 travel-agency ERP/CRM (~52,575 lines PHP, 94 models, 146 migrations): sales, finance, HR/payroll, courier logistics, marketing and AI document workflows with Reverb real-time, an Android app and a signed browser extension.
- SendMailer.cc** — from-scratch multi-tenant email platform (Laravel 13, Filament 5, AWS SES, custom Symfony transport, DKIM/SPF/DMARC, signed webhooks, Stripe) with a Composer SDK and Electron desktop app. [sendmailer.cc](#)
- HanzWeb** — marketing & SEO orchestration SaaS (Laravel 13, Livewire 4): AI content, social publishing, a 7-tier backlink network, Stripe subscriptions, Pinecone knowledge base and Reverb real-time. [hanzweb.ae](#)

Products & systems

- SurfAPI** — self-hosted, API-compatible SerpApi replacement across 8 search engines (Node, Fastify, TypeScript) with parity testing and 5 subscription tiers. [surf-api.com](#)
- PdfHub** — freemium PDF toolkit + PDFShift-style HTML → PDF developer API (Laravel 13; qpdf, Ghostscript, headless Chromium) with prepaid credits and Stripe billing. [pdf-hub.net](#)
- Cloudimg** — self-hosted media CDN with on-the-fly transforms (sharp), resumable uploads (TUS) and Node/Python SDKs. [img-cloud.org](#)
- Gridly** — Airtable-compatible API built on the Cloudimg engine. [img-cloud.org](#)
- Music-Stream** — self-hosted music streaming (Node, SQLite) with an offline-first PWA and a companion Flutter app using a custom media_store_plus plugin. [music.hanzweb.ae](#)
- Mailcow Webmail** (*internal*) — multi-tenant self-hosted email with per-tenant branding, Cloudflare-for-SaaS hostnames and an SES inbound bridge (S3 → SNS → SQS → Maildir).
- n8n Automation Suite** (*internal*) — 76 production automation workflows with custom Python builder tooling and RAG over Pinecone.

- **ZKBioTime** (*internal*) — Python/Flask service implementing the ZKTeco push protocol for biometric attendance, feeding the GATT payroll engine.
- **Hanz Photobooth** — cinematic lead-gen site (Next.js 14) with an AI chatbot, graceful provider fallback, JSON-LD SEO and 30 Playwright E2E tests.

Client & company sites

Green Apple Travel — #1-ranked UAE travel/visa site, 250+ pages ([greenappletravel.ae](#)) · **Green Apple Tourism** ([greenappletourism.com](#)) · **Green Apple Attestation** ([greenappleattest.ae](#)) · **Dubai Film Production** ([dubaifilm.ae](#))

TECHNICAL SKILLS

Languages & Frameworks: PHP 8.4, Laravel 12/13, Livewire 3/4, TypeScript (ES2023), Node/Fastify, Next.js 14, Python/Flask, Dart/Flutter, Tailwind CSS v4, Alpine.js 3, Flux UI, Blade, MySQL 8.4/Postgres.

AI & Machine Learning: Anthropic Claude, OpenAI, Gemini, DeepSeek, ElevenLabs, MCP (Model Context Protocol), Pinecone vector search, RAG pipelines, judge / multi-model routing, deterministic prompting, cost attribution, vision document extraction.

Backend & Real-time: Laravel Reverb (WebSockets), Eloquent ORM, service & skills/orchestration patterns, queue-based job pipelines, sub-minute Laravel Scheduler, Redis/Horizon, Meilisearch, REST API design, webhook signature verification.

Media & Creative Tech: Remotion (programmatic video), BytePlus Seedance, ffmpeg, sharp, Cloudinary, Puppeteer rendering, html2canvas, Pexels API, Adobe Suite, Figma.

Marketing & Integrations: Meta Lead Forms (Graph v25), Meta Ads management, Google Ads API v23, n8n workflow automation, Airtable bidirectional sync, Paymob (HMAC webhooks), Stripe billing, WhatsApp Cloud API, AWS SES.

SEO & Analytics: JSON-LD structured data (FAQ, Product, Service, BlogPosting), technical SEO at scale (250+ pages), Google Search Console, Semrush, Ahrefs, SERP API, IndexNow, hreflang / canonical / sitemaps, AEO.

DevOps & Infrastructure: Ubuntu/Nginx, PHP-FPM 8.4, MySQL 8, Postgres, Redis, Meilisearch, Supervisor, systemd, Docker / Compose, Cloudflare Tunnels, WireGuard, CRX3 signing & Omaha updates.

Architecture & Domain: multi-tenant credential switching, multi-role approval workflows (draft → submit → review → approve), payment processing flows, CRM / ERP design, provider-agnostic AI layers, reproducible Docker builds.

EDUCATION

Nueva Ecija University of Science & Technology	<i>Philippines</i>
<i>Bachelor of Science in Information Technology</i>	2017

LANGUAGES

English — Fluent • Filipino — Native