

Ismaël Rodmacq

E-commerce tech lead · Laravel, product data, technical SEO · Nancy (France), remote or Paris

https://isrod.eu
contact@isrod.eu · +33 6 84 90 76 98
https://github.com/Ismaouste
https://www.linkedin.com/in/ismaelrodmacq

PROFILE

I build shops and the data that feeds them, and I keep them running in production, measurement included. Five years on a Laravel e-commerce CMS shared by several watch and jewellery houses: catalogue, ERP → PIM → shop flows, deployment, technical SEO, consent. Looking for a tech lead role, or a mission.

STRENGTHS

Proposals, not just tickets
I don't wait to be asked: a proposal, an alternative, what each one costs, then we decide together.

Front end and design
Typography, motion, accessibility: a page that holds on every screen.

Network and infrastructure culture
DNS, TLS, reverse proxies, containers: I know where a request goes and what slows it down.

Between disciplines
Product data, search, privacy, integrations: I talk to each trade in its own terms.

STACK

`Laravel` `PHP` `Vue 3` `Inertia` `TypeScript` `Python` `MySQL` `Postgres` `Redis` `Docker Swarm` `AWS` `nginx` `Cloudflare` `PrestaShop` `WooCommerce` `Merchant Center` `Consent Mode v2` `JSON-LD`

EDUCATION · LANGUAGES

Metz Numeric School — Bachelor's degree, full-stack developer, 2021–2022

Université de Lorraine — Bachelor's degree in biology, 2012–2016

French (native), English (professional), Spanish (intermediate)

EXPERIENCE

SEPTEMBER 2021 – SUMMER 2026

Jewely E-commerce · Full-stack developer & technical lead (Flippad at the time)

In charge of the client houses' e-commerce sites: availability, maintenance, evolutions, the brands' requests, clients handled on my own.

20,000+	4	1
PRODUCT ENTRIES ENRICHED	CLIENT HOUSES	SHARED CMS, ONE INSTANCE PER HOUSE

- **A CMS shared by several houses** (Laravel, Vue 3, Inertia): a jeweller's site finished, a pre-owned watch shop built alone from an agency's mock-up, then the base became common — a feature built once, deployed house by house.
- **Rolex:** the Bespoke space built and launched at three client houses; Certified Pre-Owned at one of them.
- **Product data:** Python scraping of brand sites, a PIM, ERP → PIM → shop connectors, automatic product creation, Google Merchant Center, Meta catalogue.
- **Measurement:** dynamic Meta campaigns, conversion indicators, Consent Mode v2, technical SEO and structured data.
- **Deployment:** Docker Swarm on AWS, a pipeline that checks the image really in production; ticketing and documentation handed to the teams.

2026

DD le Dépanneur, Atlas Dépannage · Self-employed, sole technical lead

A home-repair platform: from subcontractors to partners, invoicing and VAT adapted to the new model, every technical decision mine, the software's licence written.

JUNE 2020 – JANUARY 2021

Aremedia · Web developer, nonprofit employee

A self-hosted survey tool (LimeSurvey) for field teams in public health, sensitive data, hosting and security framed; the public site aremedia.org.

PROJECTS AND WRITING

- **florianrosinski.fr** (2026, volunteer) — an artist's site, and **Un art voulu voyant**: a hand detector chosen by measuring, thirty hands found in forty videos.
- **astralmanach** — a TypeScript library of the sky, out of a volunteer project, MIT licence, a public API of 34 sources. https://astralmanach.eu
- **isrod.eu** — this site: a Laravel + Inertia + Vue CMS, a journal of architecture decisions, case studies (shared CMS, product data flows, consent, deployment).

CASE STUDIES

One shared CMS for several jewellers and watch retailers
Product data flows between ERP, PIM and commerce
Deploying on Docker Swarm without taking the pipeline's word for it
Consent orchestration before analytics

COMMITMENTS

Nancy Jazz Pulsations — regular volunteering

EDEN — urban planning and cycling in Nancy

La Quadrature du Net — digital freedoms