

Michael Thomas

Full-stack engineer. From the browser to the server to the edge.

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I have owned a production performance-marketing platform end to end since 2019: the product, the interfaces, the infrastructure, the security, and the technical direction. The work is high-volume click tracking at the edge, fraud detection that protects advertiser spend, and CPC billing that has to reconcile. 99.99% uptime, on call alone. I write the code and I make the architecture, vendor, and budget calls.

■ Skills

Infrastructure & Edge	Cloudflare Workers · Linux / Nginx · Docker · AWS (SQS) · VPS and serverless hosting · CI/CD · Git · security, backups and disaster recovery
Languages	TypeScript · PHP · Python · JavaScript · SCSS / CSS · bash
Frameworks & platforms	Laravel · WordPress · Magento
Databases	MySQL · SQLite · Redis
Domain	Microservices & event-driven architecture · high-volume click tracking · click-fraud detection · CPC billing and accounting · payments integration · banking APIs · REST APIs · responsive design and accessibility (WCAG) · DNS and email deliverability (SPF / DKIM / DMARC / BIMI) · SEO

■ Experience

Lead Developer (sole technical owner), OPUMO / WordSeed 2019 – Present

OPUMO is a men's fashion and design publication, and the parent company where I built WordSeed from inception in 2021. I run both.

- Delivered the full product with the founders and the sales and creative teams: CPC billing and accounting, publisher and advertiser dashboards, campaign management.
- Split the highest-traffic services out of the Laravel monolith onto Cloudflare Workers, giving them independent scaling and uptime from the main application.
- Created the deployment pipeline on Bitbucket Pipelines: automated tests and zero-downtime releases, so deploys go out mid-morning without dropping traffic.
- Designed and built the click-fraud detection that filters between a third and a half of incoming traffic as invalid to protect advertiser spend across millions of requests per year.
- Built the billing and collection side: CPC metering into advertiser invoicing, with payment taken through Stripe, GoCardless, and PayPal.
- Built the payout side on the Wise banking API, sending money internationally across currencies and reconciling it against platform balances.

- Kept the revenue-critical click-tracking up with a single 30-minute outage in four years, and the management dashboard at 99.99% uptime, as the only engineer on call.
- Set the technical roadmap, hold the decisions on engineering, infrastructure, and vendors, and own the security, backup, and disaster-recovery posture across all properties.
- Designed and run the hosting end to end: a load-balanced VPS pair alongside Cloudflare's edge, which cut hosting costs by roughly half while improving reliability.
- Replatformed OPUMO from Magento to a bespoke content and CPC model, growing revenue by 70% in the first year.
- Built and maintain the third-party integrations across the platform: Google Merchant feeds for product and stock data, the Meta advertiser and marketplace APIs, Google Analytics, and others.
- Designed and wrote AI-driven tools that help clients manage campaigns and find AEO/GEO opportunities, integrating the OpenAI, Claude, Perplexity, and Gemini APIs.

Web Developer, Clik.com Websites

2011 – 2019

Developer on the Clik CMS, a self-serve website builder running under the Clikpic, ClikBeats, and Clikcraft brands, and responsible for the servers behind it, alongside third-line customer support and documentation.

- Migrated the platform from Windows / IIS / Adobe ColdFusion to Ubuntu / Nginx / Lucee, covering provisioning, configuration, and deployment to production.
- Drove the team's adoption of Git version control and automated CI/CD, making the case for both and delivering them despite initial resistance.
- Automated HTTPS across more than 15,000 client sites with Certbot and scripts I wrote.
- Built new functionality for customers' sites, led the move to responsive design and AJAX-based editing, and handled third-line support.

IT Coordinator, Chapter Two (full-time volunteer role)

2009 – 2011

Sole IT provision for a 5-person organisation. Built and launched a Magento e-commerce store from scratch, handling hosting, payment integration and staff training. Kept the organisation's IT running day to day, from hardware and software troubleshooting to end-user support.

■ Education

2004 – 2009

Diplom (equivalent to MSc), Nanostructure and Molecular Science, University of Kassel, Germany. Grade 1.1.

■ Writing & projects

- Write about technical problems I've solved at blog.thms.uk. Recent posts cover Docker/Laravel deployment, MySQL migrations, and email deliverability.
- **FediFetcher**: an open-source Python tool for Mastodon server administrators that repairs broken conversation threads by fetching missing replies. 370+ stars on GitHub; run as a scheduled GitHub Action or Docker image.
- Self-host and maintain over two dozen services for myself and my family, covering the full stack from provisioning to backups and monitoring.