STILIYAN STOYANOV

Staff-Level Backend Engineer | Technical Lead

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Hands-on backend architect with extensive Laravel/PHP expertise, distributed data workflows, integration-heavy systems and cross-functional technical leadership. Delivered modernization of mature SaaS platforms and architecture for automotive data and communications systems.

CORE EXPERTISE

System Design • Laravel/PHP • API Integrations • PostgreSQL/Redis • SQS • Kubernetes • Technical Leadership • Reliability

PROFESSIONAL EXPERIENCE

Founder & Lead Software Engineer / Solution Architect

GOALGUS LTD | BDCBox (US client) | 2025–Present

- Own technical architecture and hands-on engineering for a multi-tenant automotive customer data platform spanning Laravel services, Next.js applications, data ingestion, telephony and AI integrations.
- Directed five additional contract developers: defined component designs, technical specifications and integration contracts; reviewed deliverables and resolved critical implementation issues.
- Designed and implemented automotive DMS/CRM integrations, distributed ingestion workflows, marketing attribution and customer communication services.
- Built AWS-based asynchronous processing and infrastructure workflows using SQS, PostgreSQL, Redis, Kubernetes/EKS and Argo CD; contributed to production reliability and platform modernization.
- Implemented multi-provider SMS/voice integrations and LLM-backed capabilities across OpenAI, Anthropic and Gemini APIs.

Technical Lead / SaaS Modernization

Cloudcard LTD | Sep 2024–Sep 2025

- Provided technical leadership within a seven-developer team for an e-commerce SaaS platform supporting approximately 3,000 online stores.
- Led upgrades from Laravel 8 to 12, PHP 7 to 8.3 and Vue 2 to 3, coordinating production compatibility and rollout.
- Built AI Copilot workflows for reporting, promotional campaigns and inventory-aware business assistance.

Founder & Software Engineering Consultant

GOALGUS LTD | Feb 2023–Present

- Founded a Bulgaria-based software engineering company delivering backend architecture, integrations and technical leadership for international clients.

Technical Lead

Beluga IT LTD | May 2019–Feb 2023

- Led five developers building publishing, print-production and customer communication software for Dutch clients; owned much of the Laravel/CodeIgniter backend and Vue.js integrations.
- Architected self-service design studios and workflows for print preparation, physical mail, SMS, email and delivery coordination.
- Collaborated with Netherlands-based stakeholders through regular on-site planning and delivery sessions.

Technical Lead / Senior PHP Engineer

Credissimo LTD | Mar 2018–May 2019

- Led backend initiatives for international consumer lending operations using PHP/Phalcon.
- Integrated credit bureaus and assessment services in Poland, North Macedonia and Colombia using SOAP and REST APIs.
- Built internal communication workflows and lending calculation systems connecting business departments.

Full-Stack Software Engineer

Pulsio LTD | Jun 2016–Mar 2018

- Co-built a Laravel/WordPress print manufacturing platform with a configurable JavaScript product calculator.
- Automated quotation and production planning using inventory, machine capabilities, shop-floor capacity and shipment tracking.

PHP Developer → Technical Lead

Digits Consulting LTD | Jul 2015–Jun 2016

- Proposed and led migration of a trading platform backend from CodeIgniter to Laravel; guided two PHP and three frontend engineers.
- Designed PHP client-facing services integrated with a separate C# layer communicating with MetaTrader 4/5 servers.

PHP Developer

Illex Tech LTD | Jan–Jul 2015

- Developed a browser-based retail/POS management platform covering cashier accounts, inventory, sales and reporting.

ADDITIONAL

Languages: Bulgarian (native), English (professional). | Independent creative work: original music composition and video production.