



SENIOR WEB DEVELOPER | LARAVEL · WORDPRESS · SEO · AI INTEGRATIONS

Daniel S. Nielsen.

📍 Dianalund, Denmark ✉ info@kodesmeden.com ☎ +45 42 50 88 11 🌐 kodesmeden.com 🔗 LinkedIn
🔗 GitHub

PROFILE

Web developer with 15+ years of experience building solutions that perform, both technically and commercially. My strength is taking a task all the way, from need to production, and I care deeply about optimisation and about finding the places where a little automation or a sharper workflow saves time every week.

Day to day I work mostly with Laravel and API integrations, AI and LLM integrations, and workflow automation. I build things like RAG solutions and AI agents, and I use AI actively in development itself with Claude Code, Codex and Copilot, where responsible use of AI and data governance are a fixed part of the way I build. On top of that comes custom WordPress and plugin development, technical SEO and performance, plus Linux operations and security.

At GoLearn I have been responsible for internal systems, server operations and automation, and was technically responsible for the migration to Eduhouse LMS following the acquisition in 2023, where a platform with tens of thousands of users was moved with close to zero downtime. I have also co-founded CustomerFlow, an AI-driven SaaS product that profiles customers' communication style via DISC, where as CTO I am responsible for the entire technical architecture. Through Kodesmeden I help companies with custom Laravel development, integrations and technical consultancy.

I am now looking for a permanent position where I can put down roots and help take a company forward. A place where technical quality is taken seriously, and where we build things that perform and last.

SKILLS

Backend & Laravel

LaravelPHPREST API designMySQLRedisPest & PHPUnitLivewireFilamentLaravel HorizonLaravel Reverb

WordPress & custom plugins

Plugin developmentWP REST APIWooCommerce

AI & automation

LLM integrationsOpenAI & Anthropic APIPrompt engineeringAI workflowsMCPMake / ZapierRAG & embeddingsAI agents

SEO & performance

Technical SEOCore Web Vitals

Operations, infrastructure & security

LinuxNginxDockerSecurity & hardeningQueues & cronAzure (custom apps)

Ways of working

AgileCode reviewCI/CDAutomated testingGit-based workflowIssue trackingAI-assisted development

LANGUAGES

Danish Native English Fluent

○ Founder & CTO

Dec 2025 - Present

CustomerFlow · Independent project

Co-founder and technically responsible for an AI-driven SaaS product for sales communication, which analyses calls and emails via DISC profiling and generates tailored response suggestions.

- Responsible for the entire technical architecture: backend, real-time dashboard, AI analysis pipeline and email integration.
- Built a built-in softphone (WebRTC) with call recording and transcription.
- Built the solution GDPR compliant and hosted in the EU, with data governance and responsible use of AI built into the architecture.
- Live with the first pilot users.

○ Lead Developer

Jun 2022 - Present

GoLearn.dk · Ballerup

Technically responsible for internal systems and operations on a digital learning platform with tens of thousands of users.

- Technically responsible for the migration to Eduhouse LMS following the acquisition in 2023, carried out with close to zero downtime via gradual rollout and parallel operation.
- Designed data mapping between two data models and built custom migration scripts so that data from two systems could be merged without loss.
- Coordinated across the two teams and kept day-to-day operations running throughout the entire transition.
- Server administration and automation of internal workflows; increasingly involved in day-to-day product development at Eduhouse.

○ Full Stack Developer

May 2021 - Jun 2022

GoLearn.dk · Ballerup

Backend and frontend development on GoLearn's digital learning platform.

- Developed features across the stack on a platform with many users.
- Built API integrations and technical analysis tools.

○ Founder / independent developer · Self-employed side activity

Apr 2021 - Present

Kodesmeden · Dianalund

Independent developer and technical advisor. Helps companies with custom development in Laravel and WordPress, automation, technical SEO and server setup.

- 500+ delivered projects for clients ranging from entrepreneurs to IT suppliers and consultancies.
- Integrations with accounting systems, CRM and PIM.
- Develops own products under Signocore (WordPress plugins and dev tools).

○ WordPress Developer

Feb 2021 - Apr 2021

Peytz & Co

Shorter engagement involving custom WordPress development for an agency.

- Custom adaptations and maintenance of WordPress solutions for the agency's clients.

○ Lead Developer

Jun 2018 - Jan 2021

Waimea Digital · Hellerup

Promoted to technical lead with responsibility for code quality and technical direction in the development team.

- Mentored 3-5 junior developers through pair programming and on-the-job training, helping them progress from junior towards independence.
- Introduced shared standards and best practices for the team's code quality.
- Responsible for the architecture and development of client solutions in PHP and WordPress with API integrations.

○ PHP Developer

Dec 2016 - Jun 2018

Waimea Digital · Hellerup

Backend development in PHP for a digital agency.

- Built tailor-made WordPress and PHP solutions for business customers.

Full Stack Developer

Jun 2013 - Sep 2016

OnlinePlus

Development of websites, intranet systems and integrations with accounting systems for business customers.

- Full-stack development from frontend to backend, including integrations with accounting systems.

EDUCATION

Web Integrator

Jan 2011 - Sep 2012

Syddansk Erhvervsskole · Web development

Completed with the top grade of 12 throughout the entire programme - from the foundation programme to the main programme and the final journeyman's project.

PROJECTS

CustomerFlow [↗](#)

AI-driven SaaS for sales teams that analyses calls and emails via DISC profiling and suggests tailored responses. Built-in softphone (WebRTC) with recording and transcription, a real-time dashboard and an LLM analysis pipeline. GDPR compliant and hosted in the EU.

Laravel

Filament

AI / LLM

TeLnyx WebRTC

Reverb

Stripe

HoldTurnering [↗](#)

Free platform for Danish table tennis clubs that gathers matches, standings and statistics in one place with automatic synchronisation. Used by 336+ clubs with 1,400+ teams and 4,600+ players, and sends match reminders via email and SMS.

Laravel

MySQL

API-integration

SMS & e-mail

Signocore [↗](#)

Platform for WordPress plugins and developer tools with a focus on performance, technical SEO and automation. Signocore SEO combines schema markup, IndexNow integration and AI-based content analysis in a single plugin.

WordPress

PHP

AI

Teknisk SEO

DNSinfo [↗](#)

Free Danish toolbox for DNS, email and domains with 12+ tools (DNS lookup, Whois, SPF, DMARC, blacklist, BIMl and SSL/TLS) as well as DNSinfo Monitor for automatic domain monitoring.

Laravel

DNS

API

Monitoring

REFERENCES

Rasmus Winkel
COO · GoLearn

Martin Birch Laursen
Managing Director · GoLearn