

# Alexandru Burlacu

Senior Software Engineer (Backend / PHP / Java · Full-Stack capable)

abur.dev@proton.me · alexandruburlacu.com · LinkedIn · Germany (Berlin)



## Early Background & Story

Experienced software engineer with deep backend expertise, bringing 13 years of PHP, 3 years of Java, and 2 years of C# experience in large-scale, business-critical systems. Known for professionalism and punctuality, I consistently deliver robust, scalable solutions. By staying up to date with industry trends, I apply pragmatic and innovative approaches across long-term enterprise projects.

I started my technical journey early in 1997, attending vocational and gymnasium school with a strong focus on informatics and accounting systems. My first hands-on experience with programming and databases began with FoxPro, followed by Pascal, while working predominantly in DOS environments. In my second year, I transitioned to Windows-based systems, strengthening my understanding of operating systems and application development.

By the time I entered university, I already had a solid programming foundation. Right after finishing the Technical University of Moldova, I was appointed Deputy Head of the IT Center at the International Free University of Moldova (2005–2006), gaining early leadership and system administration experience alongside my studies.

From 2006 onward, I started my career in software companies and have continued developing professionally until today.

## Skills

PHP / Zend Framework / Magento

Java / Spring Boot

REST API

Microservices

AWS

Search (Algolia, Sphinx)

MySQL / PostgreSQL

JavaScript / jQuery / React / Vue.js (non-senior)

## Languages

English – Advanced

German – Conversational

Romanian – Native

## Certifications

AWS Certified Solutions Architect – Associate

Oracle Java Certification – Associate (1Z0-808)

Microsoft .NET Framework – Application

Development Foundation (Exam 70-536)

Data Science Foundations: Fundamentals

## Projects

[sunday.de](#) (2025–2026)

[SellerCenter platforms](#) (2014–2024)

→ Zalora, The Iconic, Dafiti,  
Lazada, Jumia, Lamoda

[masterpayment.de](#) (2012–2014)

Startup modeled after (2011–2012)

[wish.com](#)

[cision.com](#) (2007–2010)

## Work Experience

January 2025 – April 2026

### Senior Software Developer (PHP)

Sunday Natural, Berlin ([sunday.de](#))

Develop and maintain backend systems for one of Germany's leading premium nutrition brands.

Build and integrate REST APIs for e-commerce features, product catalog, and customer workflows.

Integrated Algolia search from scratch to enable fast, accurate, and personalized product discovery across 1500+ high-quality, vegan/plant-based items.

Participate in GDPR initiatives (data anonymization, consent management, privacy-by-design features) to ensure full EU compliance.

Collaborate with frontend, DevOps, product, and R&D teams in Berlin to support sustainable sourcing, True Clean Label purity standards, and strong customer loyalty.

April 2014 – December 2024

### Senior Software Engineer (PHP → Java / Microservices)

SellerCenter Marketplace Platforms – Continuous long-term role (almost 11 years)

Rocket Internet → Rocket Labs → GFG (Global Fashion Group), Berlin

**One core project / one consistent position across 3 company entities due to restructurings & spin-offs.**

Initiated in 2014 in Berlin as a Rocket Internet startup initiative, SellerCenter served as the unified seller backend platform powering high-growth emerging-market e-commerce brands during Rocket's aggressive expansion phase, later consolidated under Global Fashion Group (GFG) for fashion-focused marketplaces while supporting general merchandise via partners like Lazada and Jumia.

Developed, scaled, and maintained the SellerCenter platform (inventory, order management, promotions, payments, high-volume e-commerce for emerging markets brands: Zalora, Dafiti, Lamoda, Jumia, The Iconic, Lazada).

Shifted to Java/Spring Boot microservices for better scalability, fault isolation, independent deployments, and performance during major revenue growth.

#### Phases / Company Tree:

- *Apr 2014 – Feb 2015*  
*Rocket Internet SE – Built SellerCenter startup from the ground up.*
- *Feb 2015 – Apr 2017*  
*Rocket Labs GmbH – Developed platform for high order volume and revenue growth.*
- *May 2017 – Dec 2024*  
*GFG eCommerce Technologies – Continued evolution & optimization as Senior Engineer.*

April 2012 – March 2014

### Software Developer (PHP)

Winify AG, Moldova

Payment processing gateway development (Visa, MasterCard, AMEX, SEPA, Giropay).

Integrated shop systems and invoicing solutions for e-commerce merchants.

Built secure transaction handling and compliance features.

*Project (masterpayment.de) was sold and integrated into another entity (acquired by Net1/Lesaka Technologies in 2016).*

March 2011 – April 2012

### **Software Developer (PHP)**

Red Sky, Moldova

Developed and optimized a high-performance search engine using Sphinx for journalist profiles, media contacts, and news/media tracking.

Implemented indexing, full-text search, filtering, and relevance ranking features to enable fast querying of large media databases.

*uwishofficial.com was a media intelligence/search platform at the time (domain later repurposed).*

2008 – 2010

### **Software Engineer (C#)**

**Endava – Cision.com Project (Media Intelligence & PR Platform)**

Developed and maintained .NET Framework backend applications for Cision's media monitoring and PR intelligence platform (now evolved into Cision Communications Cloud).

Implemented features for journalist profiles database, media tracking, news aggregation, and search functionalities using C# and SQL Server.

Optimized application performance, integrated with external media sources, and ensured reliable data processing for global PR clients.

Collaborated with QA and product teams on agile iterations, contributing to platform stability during Cision's early digital transformation phase.

2007 – 2008

### **QA Engineer**

**Endava – Cision.com Project**

Performed QA testing for search systems, journalist profiles database, and media tracking modules on Cision's PR and monitoring platform.

Executed manual and automated tests, identified defects in data ingestion and reporting features, and ensured high data accuracy for media intelligence use cases.

Worked closely with developers on bug fixes and regression testing during active feature development cycles.

2006 – 2007

### **QA**

**Allied Testing – Reuters Financial & News Data Projects**

Conducted QA testing for Reuters real-time financial market data feeds and news dissemination systems (data validation, accuracy checks, latency verification).

Performed UI and functional testing of news terminals, quote displays, and alerting interfaces (ensuring correct rendering of market data, headlines, and charts).

Verified end-to-end workflows for data ingestion, processing, distribution, and client delivery (including error handling and failover scenarios).

Executed regression testing after data feed updates, software patches, and configuration changes to maintain high reliability for financial professionals.

## **Education**

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2007 – 2008

### **Master's Degree – Information Systems**

Universitatea Tehnică a Moldovei

2001 – 2005

### **Bachelor – Computing**

Universitatea Tehnică a Moldovei