



## Letter of Recommendation for Matias Hidalgo

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I am writing to enthusiastically recommend Matias Hidalgo for any full-stack Adobe Commerce development role. Matias worked at Imagination Media as a senior Adobe software developer from March of 2021 thru May 2025. During his time with us, he has consistently demonstrated a high level of expertise in Adobe Commerce development and has acted as the sole developer on certain projects. His key skills and contributions included:

- **Deep Adobe Commerce Expertise:** Matias possesses a comprehensive understanding of the Adobe Commerce platform, including its architecture, core functionalities, and best practices. He is proficient in customizing and extending Adobe Commerce to meet complex business requirements. He also facilitated successful migrations from Magento 1 to Magento 2 and various version upgrades.
- **Back-End Development Prowess:** His back-end development skills are exceptional. He is highly skilled in PHP, MySQL, etc. and he consistently delivered clean and efficient code. He worked both on new development and maintenance tasks independently.
- **Performance Optimization:** He is adept at identifying and resolving performance bottlenecks in Adobe Commerce stores. He has experience troubleshooting server issues including implementing a log rotation solution to prevent recurring server space issues.
- **Problem-Solving Abilities:** Matias is a highly analytical and creative problem-solver. He approaches challenges with a proactive attitude and is always willing to go the extra mile to find the best solution.
- **Teamwork and Communication:** Matias is an excellent team player with strong communication skills. He worked directly with client users, sometimes as the sole development contributor supporting one of their brands.

As mentioned, Matias's technical skills were excellent but he also was very easy to work with, bringing a positive attitude and dedication to our clients. I am confident that Matias would be a valuable asset to any organization seeking a talented and experienced back-end Adobe Commerce developer. I highly recommend them without reservation. Please feel free to contact me if you have any further questions.

Sincerely,

Jeff Cooney