

Aleksandar Perisic

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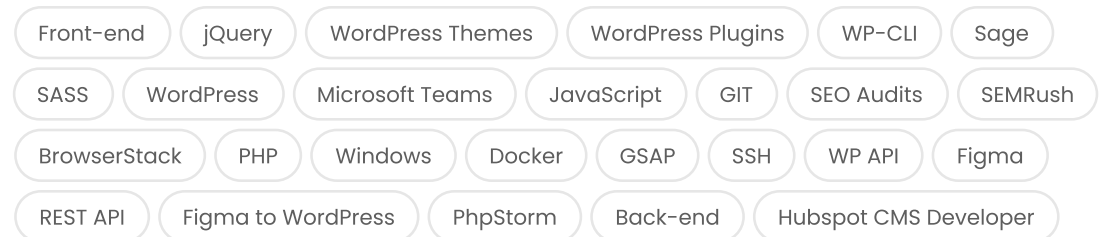
Website: <https://aleksandarperisic.com/>

Profile overview



Aleksandar is a Full-stack WordPress Developer with decade of experience managing and developing custom solutions from small plugins to advanced themes.

Specializes in creating custom themes and plugins that enhance the performance of WordPress sites, making WordPress sites run better, and performing 360 audits. Aleksandar thrives in a team and solo developer environments and takes great pleasure in tackling challenging assignments and KPIs.



Employment

Full-stack WordPress Developer

Regiondo at Jochen Schweizer mydays Group 2022 April - PRESENT

- Lead Technical executions, company WordPress website back-end including plugins, adding new features and extending, creating layout builder, plan a future with Gutenberg & Headless
- Managed company WordPress website back and front-end including design, prototyping, development, new features and A/B testing
- Support the Marketing team, to build solutions that seamlessly integrate with our marketing automation environment
- Implemented enhanced WordPress infrastructure, mitigated technical liabilities, and executed significant modifications with minimal impact on system integrity
- Certified HubSpot CMS Developer, experience working with HubDB, HubL modules
- Comprehensive Website Audits (SEO, 360° Audits with detailed assessment and solutions - SEMrush, Ahrefs)

Freelance WordPress Developer

Toptal 2021 November - PRESENT

- Developed robust, responsive, and customizable WordPress themes from scratch from delivered Figma, Sketch, and Adobe XD designs
- Experience with advanced WordPress Theme & Plugin development
- In-depth WordPress engineering experience with high-quality outcomes
- Managing and developing solutions, from development to audits
- Experience with WordPress Theme & Plugin development

Learning

Self-learning - PRESENT

- Advanced JavaScript (Express, OOP, Constructors, Prototypes, Modules, Node, MongoDB Atlas)
- React (Props, State, Routes, APIs, Fetching, Hooks, Firebase, MongoDB, Redux)
- Done: (~~loops, arrays, composer, npx, async, await, axios, postman, http req~~)
- Done: (~~vite, webpack, parcel, npm, gulp, laravel-mix~~)

Full-stack WordPress Developer | CTO

Decom d.o.o. 2013 - 2021

- Created eye-catching and responsive WordPress themes and aesthetic and functional small plugins for clients
- Developed robust, responsive, and customizable WordPress themes from scratch using Figma, Sketch, and Adobe XD
- Provided high-quality consultations to the clients, from helping them stay on the right track to boosting sales by nearly 33%
- Handled an on-site SEO optimization and highly detailed SEO analysis of the entire site with Semrush and Ahrefs, from simple missing assets and rich snippets to advanced keyword tracking over time
- Automated project deployments from the local environment to staging and live with various tools, including GitHub, Bitbucket pipelines, and a combination of Git and Plesk or Git and SpinupWP
- Developed robust, responsive, and customizable WordPress themes from scratch using Figma, Sketch, and Adobe XD
- Created Layout Builder with the Advanced Custom Fields plugin by replacing old legacy code of hardcoded meta boxes.
- Consulting about Hosting & Backups, setting in place Scalability hosting infrastructure using cloud or Disaster recovery plans for Backups
- Implemented specialized GSAP animation for landing pages to enhance user engagement and increase lead generation through captivating visual effects.

Technologies: PHP, WordPress, JavaScript, Git, SVN, Sketch to WordPress, PSD to WordPress, WordPress to PDF, HTML to WordPress, WordPress API, Server Backups, Hosting, Plesk, Website Transfers, Webpack, Gulp, WPML, ACF, WooCommerce, REST, Disaster Recovery Plans (DRP), Security, Legacy code upgrades, Gutenberg, GSAP, eCommerce, Sage

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