

Senior WordPress & WooCommerce Developer

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50+WordPress sites handled and maintained	7 yrsBuilding with WordPress, since 2019	3 yrsSenior developer at Growmodo, global clients
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Summary

WordPress developer with seven years on the platform: custom themes and plugins, ACF-powered block editors, WooCommerce storefronts, and the maintenance, performance and security work that keeps a site healthy after launch. Three years as a senior developer at Growmodo, building for a rotating roster of global clients, and more than 50 WordPress sites handled and maintained. I prefer custom Gutenberg blocks to page builders, because the sites I build usually outlive my involvement and somebody else has to edit them, and I work fluently in Elementor, Avada, Divi and WPBakery when a site already runs on one. My recent roles have been Shopify and CRO work, so I bring checkout, conversion and A/B testing experience to WooCommerce builds too.

WordPress work

- ✓

Handled and maintained 50+ WordPress sites: core, theme and plugin updates, backups, security and performance, kept running long after launch.
- ✓

Custom plugin development and API-driven integrations, including custom plugin work for SendCloud's corporate site.
- ✓

Performance and security as deliverables: Core Web Vitals, caching and Cloudflare, security hardening, image optimisation and accessibility audits.
- ✓

Custom theme development: bespoke themes with ACF-powered Gutenberg blocks, custom post types and reusable components, built so the client's team can edit their own pages.
- ✓

WooCommerce: checkout optimisation, subscriptions and billing, payment gateway setup, upsell and cross-sell flows, and conversion-focused product pages.
- ✓

Taking over existing codebases: reviewing the theme or plugin structure, documenting what is there, then extending or refactoring it without breaking what works.

Experience

March 2026 – September 2026
Incubator Lab
Client: Puur Smile
Remote
Contract, full time

Senior Shopify & CRO Developer

- Owned Shopify development for a DTC oral-care store doing roughly \$2M a month: custom Liquid sections, 192 product pages and pre-landers, and three custom Shopify apps.
- Introduced QA checklists, a PageSpeed and implementation tracker and staging-first releases, and gave technical direction to the in-house developer.

Shopify · Liquid · JavaScript · Custom Shopify Apps · Checkout Champ · Recharge

January 2026 – Present
Drømmerom
Remote
Part time, ~10 hrs/week

Senior Shopify Developer & CRO Specialist

- Conversion-focused Shopify development for two Norwegian home and furniture brands, including a custom app that prices a bed and mattress as a bundle.

Shopify · Liquid · CRO · A/B Testing

September 2024 – March 2026
Seth Media
Client: Norwegian BioLabs
Oslo, Norway
Consulting engagement

Senior Web & eCommerce Developer

- Handled WordPress and WooCommerce projects alongside Shopify builds across Seth Media's European ecommerce roster.
- Built and ran the Norwegian BioLabs storefront, a multi-region store selling into three European markets.
- Landing pages built as testable variants rather than one-off designs.

WordPress · WooCommerce · Shopify · Checkout Champ · React · Klaviyo

June 2021 – August 2024

Growmodo

Leverkusen, Germany

Full time

Advanced Shopify and WordPress Developer

- Senior WordPress developer for three years, delivering WordPress and Shopify work for a rotating roster of global clients.
- Built custom themes, custom plugins, and API-driven integrations.
- Took projects from brief to deployment alongside the design team.

WordPress · PHP · ACF · WooCommerce · React · Shopify · SEO

June 2019 – April 2021

Innocentrix Philippines

Mandaue City, Cebu

Full time

Web Developer / Designer

- Built WordPress and Shopify sites with performance as a standing requirement.
- Handled design and development together, in Figma, Adobe XD, and code.
- Built WooCommerce storefronts with payment integration and cart flows.

WordPress · WooCommerce · PHP · Shopify · Figma

Selected projects

SendCloud

WordPress · Custom plugins · ACF

Custom plugin work and performance on the corporate site of a European shipping platform.

BARCC

WordPress · Avada

Accessible nonprofit site for the Boston Area Rape Crisis Center, with donation integration, built so the team can update it.

Alpine Mar CPA

WordPress · Custom theme

Custom theme for a Florida CPA firm.

Web123 Australia

WordPress · Agency builds

WordPress development for a digital agency and its client builds.

England Golf Trust

WordPress · Avada · Care plan

Avada build for a charity supporting young golfers, still on a care plan.

Norfolk Herbs

WooCommerce · Custom theme · Care plan

Custom-theme WooCommerce store for a plant nursery, still on a care plan.

Quinlan Terry Architecture

WordPress · Custom theme · Care plan

Custom theme for a classical architecture practice, on a care plan with monthly updates.

Advinia Health Care

WordPress · Custom theme · Care plan

Custom theme for a care home group, on a care plan with the WordPress editor hardened.

Skills

WordPress

Custom theme development · Custom plugin development · ACF and Gutenberg blocks · Custom post types · Multisite · Content modelling · PHP · JavaScript

WooCommerce

Checkout optimisation · Subscriptions and billing · Payment gateways · Upsell and cross-sell flows · Klaviyo integration

Maintenance & Security

Core, theme and plugin updates · Backups · Security hardening · Staging and CI workflows · Database optimisation

Performance

Core Web Vitals · Caching and Cloudflare · Image optimisation · Accessibility audits · Technical SEO audits

Integrations & Analytics

REST API integrations · CRM connections · GA4 and GTM · Headless and hybrid setups

Also

Shopify and Liquid · Checkout Champ · React · Figma · Claude Code

Open to full-time WordPress and WooCommerce roles, and to remote consulting engagements.

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