

Rade Erić

Senior WordPress Developer

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Professional Summary

Senior WordPress Developer with 10+ years of hands-on experience building production-grade WordPress themes, plugins, WooCommerce stores, and Gutenberg block systems. Strong in PHP, REST API integrations, performance work, and WCAG accessibility, with day-to-day responsibility for technical planning, estimation, and code review on fully remote agile teams. Active contributor to the WordPress open-source community and co-organizer of local WordCamp events.

Technical Skills

WordPress Development

Custom Theme Development · Gutenberg Block Development · Advanced Custom Fields (ACF) · WooCommerce Development · Plugin Development · Custom Post Types & Taxonomies · WordPress Hooks (actions / filters) · WP_Query · Security best practices (sanitization, escaping, nonces) · PHPUnit / WordPress Unit Testing · Performance Optimization · WordPress Debugging

Languages & Data

PHP (OOP) · MySQL / MariaDB · JavaScript / ES6+ · React / JSX (Gutenberg context, actively developing) · HTML / CSS / SCSS · Composer (basic)

Architecture & Integrations

REST API integrations · External service integrations · Accessibility (WCAG compliance) · Core Web Vitals & page-speed optimization · Caching (transients, object cache)

AI-Assisted Development

Claude Code is my primary AI dev tool, used daily for agentic coding work: feature implementation, refactors, debugging, and code review across PHP, JavaScript, and CSS. My setup includes custom skills, sub-agents, and MCP server integrations. Also use Claude and ChatGPT for research and quick lookups. Have evaluated several platforms (Claude, ChatGPT, Gemini, Grok, DeepSeek) to match the right tool to the task.

Tools & Infrastructure

WP Engine (managed WordPress hosting — daily administration and deployment) · Git / GitHub / Bitbucket · WP-CLI · Docker / Local environments · Gulp / Webpack · Chrome Lighthouse · Nginx / Apache · Cloudflare

Workflow

Agile / SCRUM · Technical planning & estimates · Code reviews · Mentoring junior developers · Cross-functional collaboration with designers, PMs, and DevOps

Professional Experience

Senior WordPress Developer

Press Foundry (Remote) — renamed to Benchmark Agency Holdings LLC, October 2025

Jul 2022 – Present

- Plan technical implementation for enterprise WordPress projects from design files and business requirements, including estimates and architectural recommendations
- Develop and maintain custom WordPress themes for high-traffic enterprise websites

- Build reusable Gutenberg block libraries using Advanced Custom Fields (ACF)
- Create custom plugins and extend WordPress functionality using hooks, filters, and *WP_Query*
- Implement REST API integrations with external services and third-party platforms
- Optimize sites for Core Web Vitals, page-load performance, SEO, and WCAG accessibility
- Apply WordPress security best practices (sanitization, escaping, nonces) across enterprise codebases
- Manage day-to-day site operations and deployments on WP Engine across the enterprise client portfolio
- Contribute to sprint planning, code review, and internal engineering initiatives on a distributed remote team
- Provide technical documentation and CMS training for internal teams and clients
- Use Claude Code daily as the primary AI tool for agentic implementation, refactors, and code review, supported by Claude and ChatGPT for research

Team Lead / WordPress Developer

Quantox Technology (contract)

Nov 2022 – Aug 2023

- Led development for two enterprise WordPress platforms in the iGaming sector
- Conducted code reviews and ensured adherence to WordPress and project coding standards
- Led weekly SCRUM planning and coordinated development tasks across the team
- Developed custom WordPress themes and Gutenberg blocks based on Figma designs
- Mentored junior WordPress developers and supported internal training initiatives
- Prepared project estimates, including development hours and technical requirements
- Contributed to development of an internal payment processing platform with REST API integrations

WordPress Expert

GoDaddy EU

Mar 2020 – Jul 2022

- Provided advanced technical support for WordPress websites at scale
- Diagnosed and resolved complex theme and plugin conflicts in production
- Performed performance optimization and debugging across diverse hosting environments
- Developed internal tools for support workflows

Freelance WordPress Developer

Jan 2015 – Present

- Built 20+ custom WordPress themes and multiple plugins for international clients
- Developed custom CMS solutions for business workflows
- Built and customized WooCommerce stores; integrated payment gateways and third-party APIs
- Provided long-term maintenance, performance tuning, and server management (Nginx, Apache, MariaDB, Cloudflare)

Selected Enterprise Projects (NDA)

Global Digital Games & Apps Rating Platform (high-traffic · enterprise cloud infrastructure · 100+ countries)

- Developed custom WordPress theme and Gutenberg block library for a globally recognized platform operating across 100+ countries
- Implemented and maintained WCAG accessibility standards throughout
- Improved site performance and page-load speed across regions

- Ongoing maintenance and feature development with REST API integrations

North American Industry Content Rating Platform (high-traffic)

- Built custom WordPress theme and reusable ACF block architecture for an established, high-traffic content rating platform with decades of public recognition
- Implemented accessible, responsive UI components
- Maintained platform stability and content workflows

Live Events Hospitality Platform

- Built custom WordPress theme and modular Gutenberg block system for a hospitality brand operating destination events and artist partnerships
- Implemented Gutenberg block components aligned with the brand design system
- Improved SEO structure and performance

Major Annual Music Festival Website (high seasonal traffic)

- Developed custom WordPress theme with flexible content modules for a large-scale multi-day music and food festival
- Implemented high-performance frontend architecture to handle significant seasonal traffic spikes
- Maintained platform stability during peak event periods

Community Involvement

WordPress Developer Day Novi Sad 2026 — Co-organizer

Official WordPress.org event · ~100 attendees · May 9, 2026 · Novi Sad, Serbia

- Co-organizing the first developer-focused WordPress event in Novi Sad, marking a decade of the local WordPress community
- Coordinating volunteers and managing event logistics
- Building and maintaining the official event website on events.wordpress.org

WordCamp Vrsac 2025 — Organizer & Volunteer

~200 attendees

- Built and maintained the official event website
- Coordinated on-site logistics: attendee routing, registration desk support, and session room management
- Participated in Contributor Day with the WordPress translation team

Languages

- English — Professional working proficiency
- Serbian — Native