

PETAR KOSIĆ

SENIOR WORDPRESS SPECIALIST

Website Development, Web Design & Technical Operations



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PORTFOLIO petar-kosic-portfolio.pages.dev

UPWORK upwork.com/freelancers/~011c3f92a685931611

PROFILE

WordPress specialist with 10+ years of experience designing, building and maintaining websites for agencies and direct clients. Advanced in Divi, Elementor, HTML and CSS, with experience implementing supplied designs and creating original website designs. Previously managed maintenance and technical operations across 30+ active client websites. Experienced in migrations, hosting, performance optimisation, analytics and marketing integrations, with additional work in AI-assisted web development and application prototyping.

CORE SKILLS

WORDPRESS
Divi, Elementor, Gutenberg, WooCommerce, theme and plugin configuration.

FRONTEND
HTML, CSS, responsive layouts, JavaScript.

WORDPRESS CUSTOMISATION
PHP modifications and AI-assisted custom functionality.

TECHNICAL OPERATIONS
Hosting, cPanel, DNS, SSL, Cloudflare, migrations, backups, staging, troubleshooting.

PERFORMANCE AND ANALYTICS
PageSpeed Insights, Core Web Vitals, GA4, GTM, Search Console.

MARKETING INTEGRATIONS
Zapier, WhatConverts.

DESIGN
Figma, Photoshop, Illustrator, Adobe XD.

OTHER PLATFORMS
Shopify, Wix, Squarespace.

AI-ASSISTED DEVELOPMENT
Websites, interactive prototypes and web applications.

EXPERIENCE

Senior WordPress Developer & Technical Operations Specialist JAN 2022 - JUN 2026

Constellation Marketing

- Built and maintained WordPress websites and landing pages for international agency clients using Divi, Elementor and custom CSS.
- Implemented supplied designs as responsive WordPress websites.
- Managed maintenance and technical operations across 30+ active client websites, including updates, backups, QA, troubleshooting and deployments.
- Handled website migrations, hosting, DNS, SSL and Cloudflare configuration.
- Optimised website performance and configured GA4, Google Tag Manager, Search Console, Zapier and WhatConverts integrations according to project requirements.

EXPERIENCE

WordPress Developer & Web Designer

DEC 2019 - DEC 2024

Student Marketing Agency

- Built and redesigned responsive WordPress websites and landing pages for agency clients.
- Implemented supplied designs using page builders and custom CSS, resolving visual and functional issues.

Freelance WordPress Developer & Web Designer

FEB 2016 - PRESENT

Upwork and Direct Clients

- Designed and built websites for direct clients, managing projects from initial requirements and visual direction through implementation and launch.
- Delivered freelance projects through Upwork and direct engagements.
- Earned Upwork Top Rated status through reliable delivery and positive client feedback.

SELECTED PROJECT

Dnevnica.rs - Founder & Product Lead

SEP 2025 - PRESENT

LIVE / ACTIVELY DEVELOPED dnevnica.rs

Conceived and designed a marketplace connecting employers and workers in Serbia. Owned product direction, UX/UI and frontend implementation, collaborating with a developer responsible for backend development, database and application logic.

EDUCATION + DETAILS

EDUCATION

Master's Degree in Information Technologies and Systems Engineering

2018 - 2020

Higher Education Technical School of Professional Studies in Novi Sad (VTŠNS)

Professional Bachelor's Degree in Web Design and Graphic Design

2015 - 2018

Higher Education Technical School of Professional Studies in Novi Sad (VTŠNS)

DETAILS

LANGUAGES

Serbian	NATIVE
English	ADVANCED

AVAILABILITY

Available for remote full-time and part-time roles during European business hours. Hybrid or on-site opportunities considered in Novi Sad.