

Petar Kosić

WordPress Specialist | Website Development & Technical Operations

Divi • Elementor • Custom CSS • Website Maintenance • Performance • Tracking

Novi Sad, Serbia (remote) • +381 63 885 2097 • kotic.petar@gmail.com
linkedin.com/in/petar-kosic-885011164 • osvaninanetu.rs

PROFILE

WordPress specialist with 10+ years of experience building, maintaining and troubleshooting websites. Four and a half years inside agency production teams, delivering WordPress work for the agencies' international clients, alongside independent projects for domestic clients since 2016. Experienced in Divi and Elementor implementation, custom CSS, responsive layouts, and ongoing technical operations across 30+ active websites. Additional experience includes website migrations, hosting and DNS configuration, performance optimisation, analytics tracking and marketing integrations.

WHAT I CAN TAKE OVER

- **Page build and updates** — building and editing pages in Divi and Elementor from Figma, PSD or an existing design.
- **Responsive and CSS work** — layout fixes, custom CSS and small JavaScript tweaks across desktop, tablet and mobile.
- **Website maintenance** — updates, backups, QA, troubleshooting and day-to-day care of live websites.
- **Migrations and hosting** — moving sites between hosts, plus DNS, SSL, domain and Cloudflare configuration.
- **Performance basics** — PageSpeed and Core Web Vitals checks, image and caching improvements.
- **Tracking and analytics** — Google Analytics 4, Google Tag Manager, Search Console setup and reporting.
- **Working inside your team** — following an existing workflow, tools and handover process without needing to be managed closely.

CORE SKILLS

- **WordPress & page builders** — Advanced. Divi, Elementor, WordPress admin, WooCommerce basics, theme and plugin configuration.
- **Front-end** — Advanced CSS3 / HTML5. Basic JavaScript (jQuery-level tweaks and small scripts).
- **PHP & WordPress internals** — Foundational and actively developing. Comfortable reading theme and plugin code, tracing hooks and template structure, and debugging common issues.
- **Design handoff** — Working knowledge of Figma, Adobe Photoshop, Adobe XD and Adobe Illustrator.
- **Infrastructure** — Hosting panels and cPanel, DNS, SSL, Cloudflare, staging sites, website migrations.
- **Performance, SEO & analytics** — PageSpeed Insights, Core Web Vitals, on-page SEO, Google Analytics 4, Google Tag Manager, Search Console.
- **Other platforms** — Squarespace, Wix and Shopify (basic).
- **AI-assisted development** — daily use of Claude and ChatGPT for debugging, snippets and rapid prototyping.

PROFESSIONAL EXPERIENCE

Senior WordPress Developer & Technical Operations Specialist

Jan 2022 – Jun 2026

Constellation Marketing • Full-time, agency

- Built and maintained WordPress websites, landing pages and web projects for the agency's international clients.
- Transformed Figma and PSD designs into fully responsive WordPress websites using Divi, Elementor and custom CSS.
- Managed and maintained 30+ active websites, including QA, troubleshooting, deployment support and ongoing technical maintenance.
- Handled website migrations between hosts, plus DNS, SSL, domain and Cloudflare configuration.
- Worked on Core Web Vitals and PageSpeed improvements across client websites.

- Implemented analytics, tracking, Zapier automations and CRM integrations, collaborating with design, marketing and project teams.

WordPress Developer & Web Designer

Dec 2019 – Dec 2024

Student Marketing Agency · *Part-time, agency*

- Designed and developed responsive WordPress websites and landing pages for the agency's clients across multiple industries.
- Built and redesigned websites using WordPress page builders and custom CSS while resolving visual and functional issues.

Web Designer & WordPress Developer

Feb 2016 – Jul 2024

Upwork and direct clients (freelance) · *Freelance*

- Independently managed WordPress and web design projects for domestic and international clients, from requirement gathering to final delivery.
- Earned Upwork Top Rated status through reliable delivery, long-term client relationships and consistently positive feedback.

SELECTED PROJECT

Founder & Product Lead

Sep 2025 – Present

Dnevnica.rs · *Own product*

- Conceived and launched a two-sided marketplace that connects employers with workers across Serbia.
- Owned product strategy, UX/UI design, user flows, feature planning, SEO, analytics and development priorities.
- Led a contracted developer, translating business requirements into technical specifications for a custom-built Next.js, PHP and MySQL platform.

EDUCATION

Professional Master's Degree, Information Technology and Systems Engineering

2018 – 2020

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

Professional Bachelor's Degree, Graphic Engineering and Design — Web Design

2015 – 2018

Technical College of Professional Studies in Novi Sad

Computer Technician

2011 – 2015

Electrical Engineering School "Mihajlo Pupin", Novi Sad

ADDITIONAL

- **Languages** — Serbian (native), English (advanced).
- **Training** — SmartInIT front-end web programming (Angular, Firebase), 2018; specialist practice at Mad Head Games, 2019.
- **Availability** — open to remote full-time roles; hybrid or on-site considered in Novi Sad.