

Pedro Batista

WORDPRESS DEVELOPER

Brasília, Brazil (UTC−3, full overlap with US Eastern hours)

Open to 100% remote roles worldwide

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PROFESSIONAL SUMMARY

WordPress developer with 6+ years building and maintaining production websites for government, enterprise, and e-commerce clients. Specializes in custom plugin development and REST API integrations, backed by full LAMP stack administration and a UX/UI design foundation. Delivered a 300% traffic increase on a national judicial platform and shipped 150+ WordPress sites across institutional, e-commerce, and real-estate portfolios. Fluent English, native Portuguese, with a decade of experience working with international English-speaking teams and customers.

CORE SKILLS

WordPress

Custom plugin development, custom theme development, WordPress Plugin API, hooks and filters, actions, custom post types, custom taxonomies, ACF (Advanced Custom Fields), WooCommerce, Elementor, Gutenberg, page builders, WP-CLI, WordPress Multisite, WordPress coding standards, WordPress REST API

Languages and Frameworks

PHP, PHP 8, OOP, MySQL, SQL, HTML5, CSS3, SASS, JavaScript, jQuery, JSON

Integrations

REST API integration, third-party API integration, webhooks, Postman, API authentication, data mapping, AI and LLM API integration (OpenAI, Anthropic), workflow automation

Design

UI design, UX design, Figma, Adobe XD, design systems, wireframing, prototyping, responsive design, mobile-first, accessibility, WCAG

Infrastructure and Performance

LAMP stack, Linux server administration, cPanel, WHM, DNS, SSL, hosting, database optimization, automated backups, security hardening, site migration, Core Web Vitals, page speed optimization, technical SEO

Tools and Analytics

Git, Google Analytics, GA4, Google Search Console, Google Tag Manager, Agile, cross-functional collaboration, client communication

Superior Court of Justice (STJ) / National School for the Training of Magistrates (ENFAM)

12/2022 – Present

Senior Web Designer and Developer · Brasília, Brazil

Web Designer and Developer, 05/2021 – 12/2022

- Grew daily website traffic by 300%, measured in unique daily visits, by leading a UX-driven redesign of the institution's site architecture, navigation, and page templates.
- Launched the ENAM national magistracy exam portal, which served 30,000+ visits in under one month, by building an accessible WordPress front end engineered to hold peak exam-period traffic.
- Eliminated the manual consolidation of academic calendars across multiple judicial schools by developing a custom WordPress plugin that pulls and unifies their schedules through REST API integrations.
- Sustained high availability on public-facing judicial platforms by administering the full LAMP stack, including cPanel configuration, MySQL tuning, automated backups, SSL, and security hardening.
- Improved page load times and moved Core Web Vitals into the "Good" threshold by refactoring legacy themes, optimizing assets, and implementing server-side caching.
- Cut build time for new institutional pages by designing a reusable Figma component library and translating it into standardized, reusable WordPress templates.

Acheme

11/2019 – 10/2023

Founder and Lead WordPress Developer · Brasília, Brazil (independent web studio)

- Delivered 150+ WordPress websites for institutional, e-commerce, and real-estate clients while running up to 35 projects concurrently, by building a reusable theme and component library.
- Achieved 90+ performance scores on PageSpeed Insights and GTmetrix across the client portfolio by optimizing image delivery, caching layers, and database queries.
- Connected client websites to CRM, ERP, and third-party platforms by developing custom REST API integrations, webhook handlers, and secure form workflows.
- Built the institutional website for Meta Globaltech, a Brazilian technology company with multiple registered patents, including a custom search-optimized news section and GA4 event tracking.
- Launched WooCommerce storefronts end to end, covering payment gateway integration, product catalog structure, and checkout customization.
- Protected client portfolios against downtime and data loss by managing domains, DNS, business email, hosting, SSL certificates, and scheduled backup routines.

Hostinger International

04/2020 – 03/2021

Technical Support and Customer Success Agent · Remote

- Resolved WordPress, hosting, DNS, cPanel, and site migration issues for an international English-speaking customer base.
- Reduced repeat escalations by diagnosing recurring technical failures and authoring internal troubleshooting documentation adopted by the wider support team.

EDUCATION

Postgraduate Certificate, UX/UI and Digital Products

British School of Creative Arts and Technology (EBAC) · 2024 – 2026 (expected)

Bachelor of Business Administration

University of Brasília (UnB) · 2017 – 2022

CERTIFICATIONS

cPanel and WHM Certified (hosting and server management)

Digital Marketing Nanodegree, Udacity

LANGUAGES

Portuguese (Native)

English (Fluent, professional working proficiency)

Spanish (Basic)