

Daniil Karataev

WordPress / Full-Stack Developer · PHP · JavaScript · React · Next.js

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SUMMARY

Full-stack WordPress developer in production since 2024: 4 companies and 14 client websites built on custom themes, with no page builders and a minimum of third-party plugins. Rebuilt plugin-heavy corporate sites into fast modular platforms, built admin tools that let marketing teams launch pages on their own, and delivered WooCommerce and CRM integrations for clients in Moldova, Poland and Russia. Also develops the Next.js storefront of maximum.md and two own products with organic Google traffic.

EXPERIENCE

Middle Front-end Developer — RocketSEO Mar 2026 – Present

Full-time, hybrid, Chişinău · Web development & SEO agency · WordPress, PHP, ACF Pro, WPML, Next.js, TypeScript

- Built or substantially rebuilt **11 custom WordPress themes** for agency clients, including **rocketseo.md**, **varavara.md** and **medpark.md**, plus a dental clinic, an architecture bureau and two WooCommerce stores.
- Figma to pixel-perfect pages on plain CSS; all content editable via **ACF Pro** with field groups versioned in the theme (acf-json); RU/RO/EN via **WPML**.
- Per-template CSS/JS loading so each page ships only what it uses; ported a React prototype to a WordPress theme.
- In parallel, main developer of **maximum.md** (Next.js 14, TypeScript): checkout flow, faceted search, admin order management, SEO meta tags.

Full-Stack WordPress Developer (Contract) — Samozanyatyte.rf Mar 2025 – Dec 2025

Remote, Moscow · WordPress, PHP, MySQL, JavaScript, HTML/CSS (BEM), React, AJAX, Bitrix24

- Merged React landing pages and a plugin-heavy legacy blog into **one custom WordPress platform** with a new design; site serves **12–15k unique visitors daily**.
- Built a block-based **landing page builder** in the admin; the marketing team launches pages without developer involvement.
- Integrated **Contact Form 7 with Bitrix24 CRM**; replaced heavy plugins with custom modules; owned the full cycle from architecture to support.

Full-Stack WordPress Developer (Contract) — Webcost Web Development Agency May 2025 – Oct 2025

Remote, Warsaw · WordPress, WooCommerce, PHP, Laravel, MySQL, JavaScript, Google Maps API · gonutz.pl, interpolaska.pl

- Built a **custom WooCommerce configurator** for nut mixes: 500 g weight cap, automatic price calculation, a single “mix” line in cart and invoices.
- Extended the custom block builder with new blocks; built a **geolocation finder** that shows the nearest facilities on an interactive Google Map synchronized with a sidebar list.

Full-Stack WordPress Developer — AroundWire (incl. ForceWind, Skilful Web Developers) Feb 2024 – Apr 2025

Full-time, office, Chişinău · WordPress, PHP, MySQL, JavaScript, HTML/CSS (BEM), AJAX, Next.js · Scrum, Jira, Bitbucket

- Rebuilt **pro.aroundwire.com** from a plugin-heavy site into a modular custom theme with **40+ pixel-perfect landing pages**; admin page builder let marketing ship **5+ landing pages per day**.
- Built the company website **aroundwire.com** on **Next.js + TypeScript** with server rendering and a typed component architecture.
- Loaded CSS/JS per block only where used and deferred scripts, reaching **70–80+ mobile PageSpeed**; integrated lead forms with the call center.

OWN PRODUCTS

Dinastia — dinastia.md Aug 2026 – Present

- Bilingual (RO/RU) pedigree-pet marketplace on Next.js + Supabase: breed and city catalogs, breeder accounts, lead API with Telegram notifications, ~90 SEO pages; **Google top 3–4** for “buy pedigree cat/pet”, ~500 organic clicks in 2 months.

GoodAntShop — goodantshop.md May 2026 – Present

- Own online store for ants and formicaria in Moldova (RU/RO/EN) on React + Vercel serverless: catalog, cart, order emails, blog; **#1–2 in Google** for “buy ants” in Moldova.

SKILLS

WordPress	Custom themes and plugins, Gutenberg/custom blocks, ACF Pro, WooCommerce, WPML, WP REST API, hooks
Back-end	PHP, MySQL, AJAX, REST APIs, Node.js/Express (basic)
Front-end	JavaScript (ES6+), React, Next.js, TypeScript, HTML5, CSS3/SCSS, BEM, responsive / pixel-perfect UI
Integrations	Bitrix24, Contact Form 7, Google Maps API, OpenAI API, call-center lead forms
Tools & SEO	Technical SEO, page-speed optimization, Git, GitHub, Bitbucket, Jira, Figma, Claude Code (AI-assisted development)
Languages	Russian — native, English — B1–B2
Education	Self-taught, structured study since 2023 (PHP, WordPress, JavaScript, React, Next.js)
References	Recommendation letters from the AroundWire Team Lead and the Samozanyatyte.rf Marketing Director

SELECTED PROJECTS

Maximum — online electronics store · [maximum.md](#)

RocketSEO · 2026

Next.js 14 (App Router), React 18, TypeScript, Apollo Client, next-intl, Sass, Mantine, Jest

Multilingual (RO/RU) storefront and admin console of a leading electronics retailer in Moldova: checkout with delivery and store pickup, faceted catalog search with live filter counts, interactive charts, maps, galleries and sliders, admin order management, OG/meta tags and page titles. Server rendering, tests and strict linting.

AroundWire — company website · [aroundwire.com](#)

AroundWire · 2024–2025

Next.js, React, TypeScript, SSR

Main company website on Next.js, promoted through the [pro.aroundwire.com](#) landing pages: server rendering, fully typed component architecture.

AroundWire PRO — landing platform ([pro.aroundwire.com](#))

AroundWire · 2024–2025

WordPress, PHP, MySQL, JavaScript, HTML/CSS (BEM), AJAX

40+ pixel-perfect landing pages on a modular custom theme; admin page builder (5+ landings per day); per-block asset loading, 70–80+ mobile PageSpeed; call-center lead integration.

RocketSEO — agency website · [rocketseo.md](#)

RocketSEO · 2026

WordPress custom theme, PHP, ACF Pro, WPML, WooCommerce

The agency's own trilingual site (RU/RO/EN): custom post types for case studies, blog and team, content fully editable through ACF. Also the agency's international site.

VaraVara AquaCity — water park · [varavara.md](#)

RocketSEO · 2026

WordPress custom theme, WooCommerce, ACF, WPML

Trilingual (RU/RO/EN) site of a water park in Chişinău; substantially rebuilt the custom theme.

Medpark — international hospital · [medpark.md](#)

RocketSEO · 2026

WordPress custom theme, ACF, WPML, technical SEO

Multilingual hospital website: custom theme development, ACF-managed content and SEO work.

7 more client websites

RocketSEO · 2026

WordPress custom themes, PHP, WooCommerce, ACF Pro (acf-json), WPML, Contact Form 7, Splide

A dental clinic (Figma to plain CSS, 8 page templates, per-template CSS/JS), an architecture bureau (ported from a React prototype), a family entertainment center, two WooCommerce stores (one with delivery logic) and two more multilingual corporate sites. Client names withheld.

Samozanyatyie.rf — platform for the self-employed · [самозанятые.рф](#)

Contract · 2025

WordPress, PHP, MySQL, JavaScript, React, Bitrix24

Merged React landing pages and a legacy blog into one custom platform; block-based landing page builder for marketing; Contact Form 7 → Bitrix24 CRM integration.

INTER Polska — insurance company · [interpolska.pl](#)

Webcost · 2025

WordPress, PHP, JavaScript, Google Maps API

New blocks for the custom page builder and forms; nearest-facility finder with an interactive map synchronized with a sidebar list.

GoNutz — nut shop ([gonutz.pl](#))

Webcost · 2025

WooCommerce, PHP, JavaScript

Custom “build your mix” configurator: products from the catalog, 500 g weight cap, automatic pricing, one combined line in cart and invoices.

Dinastia — pedigree-pet marketplace · [dinastia.md](#)

Own product · 2026

Next.js (App Router), React, Supabase, Vercel · brand identity and logo

Designed the brand and logo and built the platform: RO/RU catalog by breed and city, breeder accounts, admin panel, lead API with Telegram alerts, structured data and ~90 statically generated SEO pages.

GoodAntShop — ant farm store · [goodantshop.md](#)

Own product · 2026

React, Vite, React Router, Express, SSR prerendering + hydration, Vercel serverless

RU/RO/EN store with catalog, cart, server-side order handling with email notifications, blog and an interactive species map; generated sitemap and per-route structured data.

Names of clients not listed in the agency's public portfolio are withheld for confidentiality. Portfolio: [daniilkarataev.com](#) · Code: [github.com/Karataev-Daniil](#)