

HRVOJE KARLOVIĆ

WordPress Developer · Technical SEO, Performance & Security · AI-Assisted Development

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SUMMARY

WordPress developer based in Zagreb with 4+ years of experience building, maintaining and optimizing Elementor sites (ACF, custom post types, WooCommerce). Covers the technical side end to end: performance and Core Web Vitals, technical SEO, CRO and security. Actively collaborates with a Toronto-based SEO specialist, handling development and the technical side for Canadian-market sites. Also builds tools, automations and PWAs using AI-assisted development.

SKILLS

WordPress: WordPress, Elementor, Advanced Custom Fields (ACF), Custom Post Types, WooCommerce, hosting and cPanel management, troubleshooting

Technical SEO & performance: Core Web Vitals, site speed, redirects, site structure, Conversion Rate Optimization (CRO), UX analysis

Security: WordPress hardening, updates and backups

AI-assisted development: Claude; building tools, automations and PWAs (see Independent Projects)

Also: HTML, CSS, JavaScript, Git, React fundamentals

Languages: Croatian (native), English

PROFESSIONAL EXPERIENCE

WordPress Developer Looong Story Short, Zagreb

November 2025 to Present

- WordPress development, maintenance and troubleshooting across client sites.
- Project management: scope, timelines and coordination between developers and clients.
- Technical SEO and CRO: redirects, site structure, forms and conversion paths.
- Diagnosing and fixing critical errors, broken forms and hosting-level issues.

WordPress Developer CarPen Rebuild

April 2024 to November 2025

- Built and maintained WordPress sites for clients, including the Swedish market.
- Technical SEO, performance and Core Web Vitals optimization.
- Ongoing maintenance: updates, backups, security and troubleshooting.
- CRO improvements based on UX analysis.

Technical Support Agent Zagrebačka Banka, Zagreb

April 2022 to August 2022

- Front-line technical support, the first professional step before front-end training and then WordPress development.

INDEPENDENT PROJECTS (AI-ASSISTED)

Self-directed tools built with AI coding assistants, outside formal employment:

- Boat Delivery Cost Tracker (PWA):** logs planned and unplanned costs for boat captains running point-to-point deliveries.
- Client Outreach Tracker:** lightweight CRM-style tool for tracking contacted clients, status and follow-up notes.
- Loan Tracker:** app for a business managing multiple credit lines and repayment schedules.
- Utility Bill Tracker:** personal tool for tracking recurring bills and due dates.

EDUCATION

Front-End Development, partial qualification program Algebra University College, Zagreb

2022 to 2023

Undergraduate professional study in Business Economics Faculty of Economics, University of Zagreb

2017 to 2020

General secondary education XIII. Gymnasium, Zagreb

2013 to 2017