

Anatoliy Dovgun

Full stack WordPress Agentic Engineer Luts'k, Ukraine · Remote

Portfolio · anatoliy.dovgun.com

EducationHub · 4wp.dev

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Languages · English (B2), Ukrainian (native)

ABOUT ME

I build architectural solutions for business on the WordPress ecosystem, using modern tools and following best practices and standards. I build open-source tools for the community. I write practical learning materials and real case studies. I create interactive terminals, IDEs and wizards for learning WordPress.

Values: Family · Peace · Respect · Nature · Reason · Clarity · Unity

SKILLS

Architecture & Leadership [methods](#) → [approaches](#) → [rules](#) → [foundation](#)

DDD, SOLID, Clean Architecture · OOP & Design Patterns · Modular system design · Team Lead / Head of Development, mentoring · Scrum: from requirements to release

Agentic Engineering [people](#) → [business](#) → [AI as assistant](#)

MCP (WordPress Abilities API, MCP Adapter) · Multi-agent workflows · RAG (site content as a knowledge base) · LLM integrations in WordPress · AI workflow automation

WordPress & FSE [change this](#) → [and this](#) → [even everything](#)

Theme development · Full Site Editing, theme.json · Patterns & templates · Gutenberg blocks (ACF / React) · Multisite · WPML / Polylang

Plugin Development [simple](#) → [clear](#) → [solves the business need](#)

Plugin architecture · Hooks & filters · Modular plugin ecosystems (4WP) · WordPress.org standards · Open source (WordPress.org, GitHub)

WooCommerce [seller](#) → [product](#) → [Customer](#) → [purchase](#)

Marketplaces & multi-vendor · Product catalog, filtering & inventory sync · B2B pricing · Custom cart & checkout · Payment & shipping integrations · Customer dashboard & analytics

Backend [foundation](#) → [data](#) → [integrations](#) → [tests](#)

PHP (OOP) · Composer · MySQL & query optimization · REST API, custom endpoints · CRM integrations (Zoho, HubSpot, Salesforce) · PHPUnit

Frontend [structure](#) → [style](#) → [behavior](#) → [access](#)

HTML architecture & semantic hierarchy · SCSS, Tailwind · JavaScript, TypeScript · React · Component-based approach & reusable patterns · Accessibility (WCAG / ADA)

Headless [content](#) → [API](#) → [any frontend](#) → [edit in WP](#)

Headless architecture & trade-offs · REST as headless backend · GraphQL (WPGraphQL) · Auth & permissions (Application Passwords, JWT, OAuth) · Next.js / Vue frontends (React for dashboards) · Preview & on-demand revalidation (ISR)

Technical SEO [mark up](#) → [track](#) → [analyze](#) → [improve](#)

Schema.org · GA4 & events · Webmaster tools · Metadata & crawlability · AI Search Optimization

Profiling & Performance [measure](#) → [frontend](#) → [app](#) → [server](#)

Profiling (frontend, WP-CLI) · Core Web Vitals · Frontend optimization · Application cache (wp_cache, transients) · Server cache (Redis, Memcached, page cache)

Git & Delivery [commit](#) → [check](#) → [build](#) → [deliver](#)

Git, GitHub (PRs, code review) · Bedrock (Roots): Composer-based WordPress, .env environments · GitHub Actions & webhooks · Custom CI/CD for WordPress · Server deployment · Docker for local development

Human love → create → grow → enjoy

Dad · Husband · Pet owner · Friend · Neighbor · Colleague · Perfectionist · Creative

SELECTED PROJECTS

Breadstack · Enterprise WooCommerce & delivery platform

Full Stack Engineer · 4wp.dev

Websites for retailers on an enterprise multi-vendor eCommerce and delivery platform across North America.

- Sites built to each Client's design and brand style.
- Full integration package with the platform and POS: product catalog, inventory, orders, kept in sync with in-store retail.
- SEO optimisation and tracking.

Platform under NDA

B2B wholesale portal · B2B marketplace

Architect, Full Stack Developer · 4wp.dev

Wholesale distribution of leading cosmetic brands to retailers.

- Marketplace architecture with deep CRM integration.
- Retailer verification, multi-level pricing by client type and volume.
- Product, inventory and order sync; transactional and marketing notifications.

kitan-portal.com

Nannimoon · Services marketplace

WordPress Developer · CitrusDev

Marketplace for booking nanny services, with vendor accounts.

- Vendor accounts and complex booking logic.
- Integrations with Zoho CRM and the mobile app.
- React UI parts and Gutenberg blocks.

nannimoon.com

18forty.org · High-load content platform

Full Stack Engineer · OSKI Solutions

Largest information platform and newsletter for the Orthodox community.

- High-performance WordPress for heavy traffic and content volume.
- Content system: articles, video, podcasts, guest contributions, curated book lists.
- Search and filtering (Elasticsearch), caching, scalable architecture.

18forty.org

Standard Metrics · Corporate site with integrations

Full Stack Developer · Xicay

Comprehensive redesign and integrations to strengthen the brand, engagement and content management.

- Gutenberg / ACF blocks with animation and video integration.
- External API integration with job boards.

standardmetrics.io

ivek.ee · Business centre platform

Team Lead, Lead Developer · Voolar Creative

Corporate and development centre platform for Ida-Viru Enterprise Center, Estonia.

- Custom WPBakery add-ons and content tools; events and registration.
- Content migration from the legacy site, WPML, technical SEO.
- Leads export to Google Sheets, Smaily email marketing.

ivek.ee

InbestMe · High-load investment platform

Full Stack Developer · Wetelo

Support, maintenance and optimisation of a high-traffic, high-load investment platform (inbestme.com).

- Complex business logic on a multisite, multilingual setup.
- Integrations with financial aggregators.
- Security hardening and server maintenance.

inbestme.com

Gymnastics Now · Paid content platform

Full Stack Developer · Xicay

Leading gymnastics information platform in the USA.

- Membership with paid content access and personal accounts.
- Payment gateways for subscriptions.
- Performance, caching and scalability for a large audience.

gymnastics-now.com

myapartments.ee · Apartment hotel booking system

Team Lead, Lead Developer · Voolar Creative

Short-stay accommodation in two buildings in Tallinn.

- Two-way API integration with Bidrento property management.
- Booking system and two payment systems; WPML.
- Over 90% occupancy after launch.

myapartments.ee

GoodOwners.dog · Knowledge base & learning path

Full Stack Developer · Xicay

Knowledge base with learning paths for dog owners.

- Block theme on theme.json, custom patterns.
- React blocks; search and filtering in TypeScript.

goodowners.dog

More projects on the portfolio site: anatoliy.dovgun.com

OPEN SOURCE SOLUTIONS

Approach: solve a real case for the Client, then deliver it to the community as a plugin. 11 plugins on WordPress.org, 8 on GitHub.

- **Modular:** every plugin works on its own or together via [4wp-bundle](#).
- **Lightweight:** clean code, zero bloat.
- **Gutenberg-native:** built for the block editor.
- **Open source:** MIT license.

Popular plugins

- **4WP Drive:** connects Google Drive and GitHub folder workflows to WordPress for content publishing.
- **4WP Account:** membership, user registration, profiles and social logins.
- **4WP FAQ:** wraps core Accordion blocks with FAQPage JSON-LD.
- **4WP Advanced Code:** code blocks with syntax highlighting and sharing controls.
- **4WP SEO Helper:** SEO tools with AI workflows via Abilities API and MCP.

...and many more: 4WP Responsive, 4WP Booking, 4WP Polylang API Sync, 4WP Sumsb Integration, 4WP Icons, 4WP Headless App — profiles.wordpress.org/4wpdev

github.com/4wpdev · wordpress.org/plugins/4wp-drive · wordpress.org/plugins/4wp-faq

EXPERIENCE

CitrusDev — WordPress Developer

Full-time · Sep 2025 – Present · Remote

Marketplace and app-level features for international clients, including a services marketplace with bookings.

- Built marketplace features and app-level functionality; developed booking logic for services.
- Integrated WordPress with Zoho CRM for end-to-end operations.
- Built React-based UI parts and Gutenberg blocks.

Stack: PHP, JavaScript, React, Gutenberg, Zoho CRM

4WP.dev — Founder, Full Stack Developer

Entrepreneur · 2017 – Present · On-site, Lutsk, Ukraine

Own studio and open-source ecosystem of WordPress plugins, plus an educational platform on WordPress architecture and engineering practices. Grew out of Dovgun.com in 2017.

- Lead client projects from requirements to release.
- Maintain the 4WP plugin ecosystem (10+ plugins on WordPress.org, dozens on GitHub) with a modular architecture and shared services (4wp-bundle).
- Built 4WP-Booking (domain-driven booking platform) and 4WP Headless App (React front end, AI-ready tooling); started MCP / Abilities API integration.
- Write learning materials and case studies on OOP, SOLID, DDD and WordPress hooks.

Stack: WordPress, Gutenberg, FSE, React, REST API, MCP, Composer, GitHub Actions

Wetelo, Inc. — Full Stack Developer

Partnership · Mar 2017 – Present · Remote

International software development company. Lead full-stack WordPress development: custom builds, integrations and headless setups.

- Lead WordPress development on client projects; take part in architecture discussions.
- Built custom plugins for client business logic and headless setups where needed.
- Delivered integrations with external services and CRM (HubSpot); identity verification (SumSub).

Stack: PHP, WordPress, Gutenberg, Tailwind, REST API, HubSpot, Headless

OSKI Solutions — Full Stack Engineer

Full-time · Jan 2025 – Aug 2025 · Israel, Remote

High-load content platform and newsletter for a large community: articles, video, podcasts, guest contributions, curated book lists.

- Developed features on a high-traffic platform; kept the content build system maintainable.
- Built search and filtering (Elasticsearch); worked with the caching layer under heavy traffic.
- Extended the content system with ACF and Gutenberg blocks.

Stack: PHP, WordPress, Gutenberg, ACF, Docker, Composer, Elasticsearch, caching

Uprisun Tech UA — Full Stack Engineer

Full-time · Jan 2024 – Jan 2025 · Remote, USA

Platform for installers and companies deploying renewable energy solutions.

- Built the installers portal with recommended equipment flows and an LMS for staff training.
- Built a credit calculator for installation financing and an interactive US states map with analytics dashboards.
- Integrated the site with the back-office system; custom Gutenberg blocks and Zoho integrations.

Stack: WordPress, Gutenberg, WooCommerce, React, LMS, External API, Zoho

Xicay — Full Stack WordPress Developer

Full-time · May 2021 – Jan 2025 · Remote, USA

Full-stack WordPress development for a distributed product team: corporate sites, paid content platforms, stores.

- Built and maintained custom themes and Gutenberg blocks; implemented WooCommerce features.
- Built a paid content platform with memberships, subscriptions and payment gateways.
- Owned performance improvements and cross-browser QA; integrated sites with existing APIs.

Stack: PHP, WordPress, ACF, Gutenberg, React, WooCommerce, REST API

Voolar Creative — WordPress Developer

Per project · Jan 2022 – Mar 2024 · Estonia, Remote

Creative agency: booking systems, event registration and multilingual corporate sites.

- Team lead on two projects; coordinated front-end and back-end developers.
- Built an apartment booking system integrated with Bidrento CRM (availability, tenants, rental agreements, two payment systems).
- Built an event registration system with custom WPBakery add-ons; leads export to Google Sheets and Smaily.

Stack: PHP, WordPress, ACF Pro, WPBakery, WPML, CF7, REST API

WPin123.com — WordPress Developer

Full-time · Apr 2019 – Jun 2023 · Israel, Remote

Long-term remote client work: business websites, online stores, marketplaces and niche solutions.

- Developed custom client solutions; supported and extended existing projects and stores.
- Built WooCommerce stores with custom product grouping, brand pages and CPT search.
- Integrated databases with applications (Firebase); coordinated releases with stakeholders.

Stack: PHP, WordPress, Gutenberg, WooCommerce, MySQL, jQuery, Elementor, WPBakery, ACF Pro, Firebase

Eddy LMS — Back-end WordPress Developer

Project · Mar 2020 – Oct 2020 · Ukraine, Remote

LMS for universities and schools on WordPress Multisite: built the lessons schedule and the journal of evaluations modules.

Stack: WordPress Multisite, PHP, AJAX, jQuery, Postman

EOI.co.il — Full Stack WordPress Developer

Full-time · Jan 2018 – Mar 2020 · Israel, Remote

End-to-end delivery of client projects: corporate sites, travel and real estate portals, marketplaces with Salesforce integration.

Stack: PHP, WordPress, WooCommerce, REST API, Salesforce, Postman

8Guild — WordPress Developer

Freelance · Apr 2018 – Jan 2019 · Remote

Maintained six premium, award-winning WordPress themes on ThemeForest, built on WPBakery with pre-installed demo content.

- Shipped regular micro-releases and new features: icon sets, templates, content blocks.
- Kept all code compliant with WordPress Coding Standards to pass strict ThemeForest reviews.
- Handled customer support through the ticket system; Docker-based environment with Git (Bitbucket) automated releases.

Stack: WPCS, WordPress, WPBakery, Theme development, Docker, Git, Bitbucket

WebTeam.studio — Founder, CEO

Own studio · 2016 – 2017

Small web studio (4–7 people) building websites for business, from the first conversation with the Client to launch.

- Talked to Clients directly: understood the request, proposed a solution, agreed scope and price.
- Led the team as a servant leader with Scrum and full freedom inside the team; stepped into development to finish projects.

Stack: WordPress, PHP, Scrum, Team leadership

WebKomanda — Head of Web Development

Full-time · Feb 2012 – Dec 2016 · Ukraine

White-label web production for advertising agencies: design, development and promotion released under the agencies' brands. Several offices, 20+ people, dozens of projects every month.

- Led the development department across several offices.
- Built the business process end to end: from hiring and workplaces to quality control and delivery to the Client.
- Turned agency requests into specifications, planned and distributed work, mentored developers, designers and content specialists.

Stack: WordPress, PHP, SEO, Delivery management, Team leadership

Dovgun.com — Freelancer

Freelance · May 2009 – Feb 2013

Diverse projects in partnership with design agencies: online radio stations, real estate platforms, sports projects.

Stack: PHP, Zend Framework, CodeIgniter, MySQL

WestInternetGroup — PHP Developer

Full-time · Jun 2007 – Sep 2008 · Ukraine

My first web studio: portals, classifieds, business directories, a paid photo stock. Junior and front-end developer, project launches and work with Clients.

Stack: PHP, Zend Framework, Smarty, HTML, CSS, JavaScript

Kreditprombank — Senior Network Engineer

Full-time · 2006 – Jun 2007 · Lutsk, Ukraine

Bank network and infrastructure: Cisco routers, ATM and POS terminals, GSM modules for connectivity. Learned to work within the hierarchy of a large financial institution.

SoftWest Group — Junior PHP Developer

Full-time · 2004 – 2006 · Lutsk, Ukraine

First job in IT. Built my first website, an internal corporate portal for supermarket managers, and presented it to dozens of supermarket directors.

Stack: PHP, HTML, jQuery, Smarty

Best regards,
Anatoliy Dovgun

P.S. I love WordPress and have worked with it every day since 2012. Trends never made me switch to JS or PHP frameworks: React came into WordPress core on its own, and anything else I can work with and integrate into WordPress. AI engineering speeds up the process a lot, but the details and specifics of each area are still what make a project succeed.