



# Aleksander Banaszak

WEB DEVELOPER

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## SUMMARY

Full-stack-leaning web developer with considerable experience in WordPress and custom theme/plugin development. I build fast, responsive interfaces and translate designs into clean, maintainable code. I'm used to stepping into existing projects, identifying and resolving issues, and improving performance where it matters. I care about UX and code quality, and can work across front-end and server-side tasks as the project requires.

## EMPLOYMENT HISTORY

### WORDPRESS DEVELOPER

adfinitas.de

Sept. 2025 – Present

Hannover, Germany (Remote)

- Build modern, high-performance WordPress websites with custom themes and plugins tailored to project requirements.
- Turn design systems into responsive, pixel-perfect layouts using HTML, CSS, JavaScript and PHP.
- Develop advanced features and integrate third-party APIs.
- Optimise performance and keep code quality high through reviews, testing and iterative refactoring.

### WEB DEVELOPER

Lions Agency

Jan. 2024 – Sept. 2025

Krakow, Poland

- Delivered complete WordPress website builds and ongoing improvements for existing client projects.
- Created custom themes and plugins, developing advanced functionalities tailored to business needs.
- Built pages with Elementor Pro and transformed design files into fully responsive, pixel-perfect layouts.
- Handled debugging, performance optimisation, UX/UI improvements, plugin integrations and technical maintenance.

## CONTACT ME

E-mail:

a.m.banaszak@icloud.com

Phone: 881 548 644

Location: Warsaw, Poland

Portfolio:

aleksander.cloud

## SKILLS

- Custom HTML&CSS development
- WordPress API & Hooks
- WooCommerce Development
- Performance Optimization (Core Web Vitals)
- MySQL / Database Management
- REST API Integration
- Git / Version Control
- SEO Technical Basics
- cPanel / VPS / Server Management
- Linux CLI Basics
- Nginx / Apache
- JSON / AJAX
- Advanced Custom Fields (ACF)



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## EMPLOYMENT HISTORY

### WORDPRESS DEVELOPER

leverage.it

Oct. 2022 – Dec. 2023

Ontario, Canada (Remote)

- Delivered new WordPress builds and ongoing development of existing websites for multiple clients.
- Built custom themes and functionalities, implementing pixel-perfect layouts based on Figma / Adobe XD design systems.
- Delivered high-quality, accessible front-end experiences focused on performance and reliability.
- Led iterative improvements, plugin integrations and refactors to keep solutions maintainable and scalable to client requirements.

### HEAD OF DIGITAL

AdWise Group

Feb. 2018 – Sept. 2025

Warsaw, Poland

- Managed digital and sales projects end to end, from strategy and planning through campaign execution and performance optimisation.
- Acted as an advisory partner for clients, aligning business goals with solutions in digital marketing, e-commerce, performance and technology.
- Led and mentored a team of specialists, ensuring quality, effectiveness and on-time delivery of projects across departments.
- Developed strategic recommendations based on data and client needs, supporting the growth of the agency's digital offering.
- Supported sales and tender activities, helping to shape proposals and present digital solutions to prospective clients.

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