

# Boyan Bratvanov

FULL-STACK WEB DESIGNER & ENGINEER

## EXPERTISE

### Web / UI / UX Design

Adobe CC, Serif Affinity, Figma, Sketch

### Front-End Development

JavaScript, React, Next.js, Astro

### Back-End, CMS & Databases

Node.js, Payload CMS, MongoDB, PHP, WordPress, SQL

### Web Hosting & DNS

Google Cloud, Cloudflare, AWS, Plesk, cPanel

### Email Hosting

Google Workspace, Microsoft 365, Dovecot, Postfix

### Servers & DevOps

Linux (Debian / RedHat), Shell Scripts, Automation

### Email Marketing

Mailchimp, Campaign Monitor, SendGrid, Mailgun

## CAREER HISTORY

### Exploramo – [exploramo.com](https://exploramo.com)

**Founder & Technical Director** – Remote (Oct 2024 – Present)

Exploramo is a full-service digital agency specialising in solutions for the tourism industry. We empower hotels, resorts, and accommodation providers to maximise direct bookings while reducing dependence on OTAs (online travel agents), enabling greater savings and profitability.

Our offerings include beautifully designed, fast, and responsive websites that captivate visitors. We seamlessly integrate booking engines and channel managers, providing smooth, reliable online reservation experiences. Our expertise in email marketing drives targeted campaigns, engaging both new and returning guests with accommodation specials and promotions.

We prioritise high-impact SEO strategies, ensuring our clients appear near the top of Google's results for relevant travel searches. With a strong online presence and optimised website performance, hotels capture the attention of potential guests through their own websites, leading to more direct bookings and fewer commissions paid to external third-party vendors.

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### Automattic, WordPress VIP – [wpvip.com](https://wpvip.com)

**Premier Support Engineer** – Remote (Jun 2022 – Oct 2024)

Part of Automattic, WordPress VIP serves billions of requests daily for the world's highest-profile sites. The Premier team supports only the largest enterprise & government clients: Facebook, CNN, The White House, NASA, Salesforce, New York Post, NBCUniversal, Al Jazeera, News Corp & others.

My role involved debugging and effective communication with customers and agency developers, solving complex problems related to website application code (PHP and JS), DB (MySQL), platform tools, networking, HTTP, DNS, reverse proxies, TLS certificates, and more, often dealing with edge cases that require an in-depth knowledge of WordPress internals.

I used monitoring tools such as Kibana, New Relic, and Grafana to identify scalability and performance issues, track down errors, and provide elegant solutions for refactoring and improving the customer's application code.

## Comworks Media – [comworks.com.au](https://comworks.com.au)

**Engineering & Design Lead** – Remote (Jul 2017 – May 2022)

I led and mentored the team's designers and developers, planned projects, consulted on technical requirements, improved business and DevOps processes, modernised / refactored the codebase and documentation.

I created custom WordPress plug-ins, using RESTful APIs and integrating with third-party services for hotel bookings, payments and reservations.

I designed and developed more than 100 bespoke WordPress themes, and maintained the existing portfolio of 400+ websites, ensuring third-party code libraries and PHP / DB / web server versions are always up-to-date.

I managed bare-metal Linux servers (Debian / RedHat) via SSH, configured and maintained Plesk and cPanel, and set up DNS and mail servers. I deployed and migrated new websites with WP-CLI and custom shell scripts.

I created many mass email marketing campaigns reaching hundreds of thousands of contacts, managed sales / marketing funnels and conversions.

I assisted with advertising and SEO, Google Analytics and Facebook Pixel, implemented custom tracking events, and generated monthly reports.

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## Freelance – [bratvanov.com](https://bratvanov.com)

**Web Designer & Developer** – Remote (Feb 2012 – May 2022)

I specialised in creating bespoke websites, from planning, project management to launch, and provided other services, such as:

- Web / email hosting, migrations and deployments
- Graphic design (social media, online marketing)
- Branding, style guide & logo design
- SEO, advertising, digital marketing, analytics
- Customer training, support and maintenance

## Evolution 7 – [evolution7.com.au](https://evolution7.com.au)

**Front-End Web Developer** – Melbourne, Australia (Jul 2012 – Jun 2013)

I worked on multiple high-profile projects for clients such as Qantas, Verbatim, IBM, Porsche, Abercrombie & Kent, and other leading global and Australian brands.

As a front-end developer, I was the integral connection between the agency's back-end developers and designers, fostering collaboration and, assisting with communication and formulating plans, taking part in regular weekly meetings with both the creative and technical teams.

I coded custom front-end templates for Symfony, Silverstripe, WordPress, and other frameworks and content management systems, closely following the brand standards and style guides ensuring that the final look and feel exactly matches the approved design materials.

I built custom HTML email marketing templates, stringently testing the layouts and ensuring they rendered perfectly in email applications. I integrated the templates with Campaign Monitor for mass email marketing.

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## EDUCATION

### Victorian Certificate of Education (VCE)

**Hoppers Crossing Secondary College** – Melbourne, Australia (2012)