Anjaratiana Herilaza

Senior WordPress Developer — PHP · WooCommerce · Bedrock / Sage · Gutenberg

Antananarivo, Madagascar (UTC+3, 1–2 h ahead of Paris) · Remote
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PROFILE

Full-stack WordPress developer and former project manager with 6+ years of WordPress-only experience and 70+ delivered websites. I build custom WooCommerce plugins end to end, including a shipping method and a Mvola mobile-payment gateway. Since late 2025 I have freelanced remotely for French and Belgian web agencies, working on Bedrock, Sage and Blade with custom Gutenberg blocks, as well as on Elementor. I have led a team of 5 across 4 concurrent projects.

KEY ACHIEVEMENTS

- **Codal Madagascar (at Netykom):** designed and built a custom WooCommerce shipping system and a Mvola mobile-payment gateway from scratch
- **Gravity Forms → Google Sheets connector:** built an in-house plugin (Google Sheets API v4, OAuth and service account) that replaced a third-party plugin capped at 2 feeds; rolled out to 6 client sites
- **Fivoy Stay (at Netykom):** built a hotel booking plugin from scratch (seasonal rates, partial payments, automated reminders)

SKILLS

- **Back-end:** object-oriented PHP (OOP), MySQL, custom plugins and themes, WordPress hooks and filters, REST API, third-party API integration (Google, mobile payment), WP-CLI, Composer (Bedrock)
- **WooCommerce:** custom shipping methods and payment gateways
- **Modern stack:** Bedrock, Sage, Blade templating, custom Gutenberg blocks, Tailwind CSS
- **Security:** nonces, capability checks, input sanitization and output escaping, prepared statements ($wpdb->prepare)
- **Front-end:** HTML, CSS, JavaScript, jQuery, building pages from Figma, Adobe XD and Photoshop designs
- **Workflow:** Git, AI-assisted development (Claude Code), technical SEO, performance optimisation, accessibility (RGAA, the French standard based on WCAG), hosting migrations
- **Page builders:** Elementor, Divi

PROFESSIONAL EXPERIENCE

Senior WordPress Developer (freelance) — Digital Korner, WEB IA, Newp, Upartner, remote
Nov 2025 – Present

- **Digital Korner** (Nantes, France), since Nov 2025: build and maintain client sites on Bedrock and Sage (PHP, Blade, Tailwind CSS, Gutenberg blocks)
- **WEB IA** (France), since Mar 2026: build and maintain client sites; built a Gravity Forms → Google Sheets connector rolled out to 6 sites
- **Newp**, Nov 2025 – Jul 2026: built websites with Elementor
- **Upartner** (Belgium), Nov – Dec 2025: built websites with Elementor; hired after an interview held in English
- Across these agencies: accessibility compliance (RGAA/WCAG), hosting migrations and production incident fixes

Project Manager / Senior WordPress Developer — Netykom, Antananarivo, Madagascar
Jul 2023 – Sep 2025

- Led 4 projects in parallel with a team of 5
- Delivered 30+ WordPress websites, from technical design to client handover
- Built a custom WooCommerce shipping system and a Mvola mobile-payment gateway from scratch for Codal Madagascar

- Projects include Fivoy Stay, Isoone Lighting (WooCommerce store in 4 languages), ERZA Déménagement, VeloXpress, Escapades Madagascar and Ryze; details in the portfolio
- Improved performance on existing sites (lazy loading, caching)
- Back-end in PHP, MySQL and APIs; front-end in HTML, CSS, JavaScript and jQuery; Elementor and Divi where the client required them

Full-Stack WordPress Developer — Icone Digital, Antananarivo, Madagascar
Aug 2022 – Jul 2023

- Built 10+ websites, taking Figma, Adobe XD and Photoshop designs through to custom HTML/CSS
- Developed custom plugins and themes

Full-Stack WordPress Developer — Ilootech, Antananarivo, Madagascar
Sep 2020 – Aug 2022

- Built 20+ custom websites
- Maintained and debugged existing sites and added custom features

EDUCATION

- **Professional Bachelor's in Computer Science** — CNTEMAD University, 2014 – 2017
- **Master 1 in Economics** — University of Antananarivo, 2013 – 2018
- **Professional training in Multimedia** — E-media, Mar – Jul 2013

LANGUAGES

Malagasy: native · French: fluent (daily working language) · English: advanced, self-taught