**Dear Hiring Manager,**

I am writing to express my keen interest in the Web Developer position at IRI Consultants. As a passionate and experienced developer with a focus on WordPress, I possess the skills and drive to significantly contribute to your team's success.

For the past three years, I have honed my expertise in crafting user-friendly and visually appealing websites using WordPress. I am proficient in core functionalities, theme customization, plugin integration, and the exciting world of Gutenberg block development.

In my previous role at PETA, I successfully:

* Updated some of our newsletter and registration forms to check the users’ locale to determine if we were in compliance with their country’s laws regarding hidden fields.
* Created custom Gutenberg blocks to allow for dynamic content presentation of new features and app downloads.
* Performed accessibility and performance audits and located which plugins and scripts were impacting website performance, leading to a 20% reduction in page load times.

I am a highly motivated individual with a strong understanding of best practices in WordPress development. I am proficient in PHP, HTML, CSS, and JavaScript, allowing me to effectively build and customize themes and plugins. I am also a quick learner, staying updated with the latest trends and advancements in the WordPress ecosystem. I am confident that I can contribute to the creation of innovative and exceptional WordPress experiences for your users.

My resume provides a more detailed look at my qualifications. Thank you for your time and consideration. I am eager to learn more about this opportunity and discuss how my skills can benefit IRI Consultants.

Sincerely,

**Aaron Campbell**

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