



# Martin Jankov

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<https://www.martincv.com> | <https://github.com/martinjankov> | <https://bitbucket.org/martinjankov7/>

## PROFESSIONAL SUMMARY

Wordpress Developer with over 4 years experience. Areas of expertise include PHP, Wordpress, Laravel 5, MySQL, Git, Nginx, Apache, Javascript, jQuery, Bootstrap, CSS3, SASS, ReactJS, React Native, Ubuntu.

***For more information on the projects and skills please visit my portfolio site <https://www.martincv.com>***

## SKILLS

Hardworking

Hardworking

Flexible

Flexible

Team player

Self-motivated

- Self-motivated
- Code validation skills

## WORK HISTORY

### INTERN

06/2014 to 09/2014

#### **Cosmic Development | Skopje, Macedonia**

As an intern my responsibilities were to:

- Get familiar with the company's workflow
- Help other developers with PHP & MySQL tasks
- Learn and upgrade my knowledge

### PHP DEVELOPER

09/2014 to 04/2018

#### **Cosmic Development | Skopje, Macedonia**

Working as web developer using the following technologies:

- PHP & MySQL
- Wordpress themes & Plugins' development/modifications
- Laravel 5+ web applications development

Projects I work(ed) on:

Laravel projects:

- Reporting platform

\* Generates daily reports based on data gathered (automatically by api or manually by uploading .csv/.xlsx files) from multiple monetization platforms like revcontent, contentad, outbrain, taboola etc.

All data parsed in two final reports (daily and by campaign)

- Donation site with custom built recurring payments

Some of the Wordpress plugins I have created for clients are:

- Plugin for ads managing on the site
  - \* Displaying ads on various locations using custom widget or injecting after paragraph/image/page
  - \* Displaying ads based on different rules (combination of utm params and page number)
- Plugin for listing related posts
  - \* Custom selection of posts
  - \* External source posts
  - \* Using in-stream api to include sponsored posts from various platforms like revcontent
- Plugin for post/page navigation
  - \* Custom selection of next post per post or globally
  - \* Multiple button design templates allowing multiple buttons to be created of same or different template with different color for each new button for split testing purposes
- Plugin for showing X numbers of slides on each page
  - \* Additional implemented logic is showing X numbers of slides on 1st page, Y numbers of slides on 2nd page and Z numbers of slides on 3rd+ pages
- Plugin for optimizing galleries
  - \* Rotates pages all pages in the post and re-orders them by CTR in descending order

Tools:

Tracking platforms: Jira, Asana, Trello

Communication: Slack, Skype, Hangouts

Version control: Git

## **PHP FREELANCER ON UPWORK**

*07/2016 to CURRENT*

### **Freelancer | Skopje, Macedonia**

- Developing Wordpress plugin for injecting ads after paragraphs
- Creating Wordpress site with premium theme
  - \* Also included DNS updating and redirecting of two other domains to the primary one
  - \* Site url: <http://fortecover.com/>
- Wordpress custom RSS feed integration with Mailchimp

- Creating upload functionality for images using dropzone.js and Laravel 5+

- Creating two sites in Wordpress from scratch

\* PSD to Wordpress theme

\* Whole backend logic (PHP & MySql)

\* Bootstrap

\* jQuery

\* HTML/CSS

## **PART TIME WORDPRESS DEVELOPER**

06/2017 to 04/2018

### **Global Savings Group | Skopje, Macedonia**

Creating and working on Wordpress sites (creating visual composer custom elements) like Blackfriday and Betting for dailymail, lexxpress, ideal.

## **WORDPRESS DEVELOPER**

05/2018 to CURRENT

### **Global Savings Group | Skopje, Macedonia**

Working on Wordpress sites. Developing custom plugin solutions

## **WORDPRESS DEVELOPER**

05/2018 to CURRENT

### **Intertec | Skopje, Macedonia**

Working on Wordpress sites. Developing custom plugin solutions. GSG is represented in Macedonia by Intertec

## **EDUCATION**

### **High School Diploma**

2009

#### **Jane Sandanski High School, Strumica**

### **Bachelor of Science | Informatics And Computer Engineering**

2015

#### **Faculty of Electrical Engineering and Information Technology, Skopje**

## **PROJECTS**

### **Ads Management System**

Wordpress plugging for managing ads. It's object oriented plugin. The plugin allows creating of ads and groups (consist of multiple ads) which can be placed anywhere on the site. The plugin comes with shortcode and also a widget from which an ad or group can be selected only if the ad/group is active. The ad can have multiple conditions. It can be set to show only on given utm parameters, or after some page number. Also the ad can be show mid-article below given number of image in the content or paragraph (ex: after 2nd image in the content or 2nd paragraph or after each two images/paragraphs ). The ad can be set as active or off in which case even if it is set somewhere in the theme – it won't show. Most important here is that the ads can be divided by device (desktop, tablet, mobile or desktop-tablet). The plugin uses library for device detection. Allows for ad positioning (left, right, center). The plugin was built specifically for easier managing of DFP tags. The ad can consists of the parts: optional code that goes in the header and the required body code.

### **WP Boilerplate Plugin**

This is a boilerplate for creating wordpress plugins that I use. It can be seen on the link below <https://bitbucket.org/martinjankov7/wordpressplugin-boilerplate/>

### **WP Related Articles**

This plugin helps us to show related articles easier on the site. It allows creating widgets with posts we choose. We can select which posts to show in that widget or we can choose to show posts based on current post's category or tags. For each widget can be set title, color, template (rows, grid). Other than adding internal articles, it also gives the option to add external articles by adding the link to the external post, adding image and title. Also it can be connected with RevContent's Instream API and the ads from that API will be mixed with the other interlan/external articles. You can also choose how many ads to pull from the API and how many posts will the widget have. If template is set to grid and you choose 4x3 it will show 4 rows and 3 columns. If the template is set to rows it and choose to widget size 4x3 , it will show 12 ads one below another. The related articles widget can be show by using shortcode or by wordpress widget from which you can select which related article widget to show. It offers showing by utm parameters and by device. The templates are totally responsive for mobile.

### **WP Simple Post Navigation**

This plugin offers navigation buttons for posts. It allows you to enter text for first page of the post, for the pages between first and last and also text for the last page button. It allows you to add buttons above the content too and you can add button right below the first image in the content. Usually that button shows only on the first page of the post saying 'Start Gallery' or something similar which will make the visitor click on the next page. The plugin offers option to set a default post as a next post. That is when the user gets to the last page in a post, next post will be the default one if set. That post will show on each next article button click from any post. It also offers ability to select next post per post base, that is one post can be set as next post for one article, other post can be set as next post for another article etc. All plugins are set to work together if they are all installed, like if related articles or the ads plugin have utm parameters set, you don't wanna lose them on the second page of the post or when next article is clicked. The navigation plugin is set to pass the utm parameters if needed, but also the utm parameters are saved in cookies and cookies are used if the cookie exists to show different ads and related widgets.

### **WP Custom Slides Per Post Page**

This plugin allows the user to use URL paramter to set how many slides/pages will be shown on one page. Wordpress uses as a page separator in a post. By default you set one image with title and description per page or whatever content you want. Now if a given parameter (the user predefines which parameter will be used from the plugin dashboard) is passed in the url (ex: ? slides=X where X = [1..N], instead of showing one slide/page as it is by default, the page will show 3

slides per page for  $X = 3$ . The navigation is also updated and this plugin is also compatible with the WP Simple Post Navigation. The chosen URL parameter if set is passed on each page. The WP Simple Post Navigation checks if this plugin exists, takes the URL parameter and checks if it is set in the url.

### **WP Post Optimizer**

This plugin is used for optimizing the order of the slides/pages in a post. Uses external database from google cloud to keep the data. What it does is counts impressions for each slide and ctr rate, that is counts each user visit and also how many of those users clicked on the next button. First all slides are set to rotate on a given max impression count. The slide with the highest ctr gets set as first the second with highest ctr is set as 2nd etc. All this data is saved in the external database and once all slides are rotated to the slides are ordered in decreasing order by ctr and saved in the WP database so that no more external connections are needed. This plugin offers optimization only for first slide too, where all images from the post are pull automatically and rotated as first slide image. The image with most clicks is set to be first. Again all data while rotating is saved in external database and when a 'winner' is chosen it is saved in the local database and pulled from there. Third option is rotating titles. The same logic applies as the first slide optimization.

### **Reporting Platform**

This is a reporting platform built in Laravel5 that combines results from multiple APIs (contentad, taboola, outbrain, revcontent and many more) into one single dashboard so that the client can review daily cost and revenue and compare with previous dates. The platform also provides manual input for partners that don't have API and also the client can upload CSV file with reports downloaded from the partner's site and the values are automatically computed. The results from the APIs are set to update automatically 5 times a day and they can also be updated manually for a given date.

### **Laravel projects**

I have built a site about making donations in Laravel5.3. I worked on the admin dashboard and implementing the payment gateway. Also implementing mailchimp api for building the email's list.

### **Freelancer**

I also have worked on several small projects as freelancer on Upwork creating a website with premium theme (no coding here, just adding the theme and the demo data). Updating DNS records so that all 3 domains will point to the same site. Worked also on implementing mailchimp newsletters with wordpress (adding feature image to the rss feed and using that rss feed to send newsletters). I have also worked on creating two sites from PSD. Creating the theme from PSDs and implementing it in wordpress and adding custom post types and custom post fields using ACF Plugin and Custom Post UI Plugin. For

the theme I used wp starter theme.