

Gabriel Cosant

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WordPress Developer with 10+ years of experience building custom themes, plugins, and high-performance WordPress systems for marketing agencies across Brazil, Germany, and the US. Advertising graduate who brings SEO, CRO, and conversion thinking to every project. Proficient in PHP, JavaScript/TypeScript, WooCommerce, WPML, WPGraphQL, REST API, Magento, Shopify, and modern frontend frameworks (Vue/Nuxt, React/Next). Remote-first with a proven track record of delivering pixel-perfect, measurable results under tight deadlines.

Professional Skills

WordPress: Custom Theme & Plugin Development, WooCommerce, WPML, Membership Plugins, ACF, development of Widgets for Elementor, WPGraphQL, REST API, LAMP, Database & Code Optimization, Page Speed Optimization, SEO/CRO Implementation

Frontend: HTML5, CSS3, JavaScript (ES6+), TypeScript, Vue.js/Nuxt, React/Next.js, Tailwind CSS, Responsive Design, Cross-browser Compatibility, W3C/Accessibility Standards

Backend & Data: PHP, MySQL, AJAX, PostgreSQL, Drizzle ORM, Directus, Laravel, Nitro

E-commerce: WooCommerce, Magento, Shopify, BigCommerce, Tray Commerce, VTEX

Infrastructure & Tools: AWS, Hetzner, Cloudflare, Vercel, Netlify, Coolify, Contabo, IONOS, Git/SVN, Webpack, AI tools (Cursor/Windsurf and Claude Code)

Marketing & SEO: Technical SEO, Structured Data/Schema Markup, Open Graph, CRO, Core Web Vitals, Email Marketing

Languages: Portuguese (native), English (fluent), German (basic)

Professional Experience

Arte Digital Internet — *Rio de Janeiro, Brazil (Remote)* (Jan 2025 – Present)

Senior WordPress Developer

- Develop custom WordPress themes and plugins for a digital agency with 200+ projects across Brazil, the US and Portugal.
- Implement technical SEO, structured data, schema markup and Open Graph optimization on all client sites.
- Build WooCommerce stores with custom checkout flows, membership plugins and WPML multilingual setups.
- Optimize page speed and Core Web Vitals for high-traffic websites, consistently achieving Lighthouse scores above 90.

TheDevWP — *Curitiba, Brazil (Remote)* (Jan 2026 – Present)

Founder & Lead Developer

- Founded a WordPress and headless web consultancy delivering custom theme/plugin development, performance optimization and SEO for clients in Brazil and Europe.
- Built AuditWP (audit.thedevwp.com), a free diagnostic SaaS tool for WordPress sites, using Nuxt, Drizzle and PostgreSQL.
- Manage multiple concurrent client projects with a focus on pixel-perfect delivery and measurable performance outcomes.

Melo Designer GmbH — *Germany (Remote)* (Jan 2021 – Dec 2025)

Senior Frontend & WordPress Developer

- Led frontend development for a German web agency, delivering WordPress, Vue/Nuxt and React/Next projects for clients in Germany, Brazil and the US.
- Built ePass Digital (epass-digital.de) - a B2B/B2C Vorsorge SaaS with GDPR-compliant data storage hosted in Germany, using JavaScript, PHP and Laravel.

- Developed EmpfehlerWerk (empfeherwerk.de) - a B2B referral marketing SaaS dashboard for German SMBs, using React/Next.js.
- Built GospelTabs (gospel-tabs.com) - a community music platform with Vue/Nuxt.
- Developed custom WordPress themes and plugins with ACF and developed widgets for Elementor development for 30+ German clients, including Just Relax, Vector Job and Kochschule Uwe Hemm.
- Applied i18n, GDPR compliance and cross-cultural UX standards across all international projects.

Arte Digital Internet — *Rio de Janeiro, Brazil* (Jan 2016 – Dec 2021)

WordPress & E-commerce Developer

- Developed custom WordPress themes and plugins for 100+ projects, with deep focus on SEO, structured data and conversion optimization.
- Built e-commerce stores on Magento, Shopify and Tray Commerce for Brazilian and international clients.
- Worked embedded within marketing teams, aligning technical delivery with CRO targets and campaign goals.
- Implemented responsive designs, cross-browser compatible layouts and W3C/accessibility standards across all projects.
- Delivered email marketing infrastructure and landing pages with trackable conversion metrics.

Selected Projects

ePass Digital (Germany) - B2B/B2C Vorsorge SaaS. GDPR-compliant, hosted in Germany. Stack: JS, PHP, Laravel, PostgreSQL.

EmpfeherWerk (Germany) - Referral marketing SaaS for German SMBs. Stack: React, Next.js, TypeScript.

AuditWP - Free WordPress diagnostic SaaS (audit.thedevwp.com). Stack: Nuxt, Drizzle, PostgreSQL.

Video Streaming Platform (NDA) - High-concurrency video delivery with custom ad integration. Stack: HLS/m3u8, FFmpeg, MinIO, videojs-ima, Cloudflare, Nuxt.

Education

Centro Universitário UniCarioca — *Rio de Janeiro, Brazil* (2016 – 2019)

Bachelor's Degree, Advertising and Propaganda

Availability

Available 40 hours/week, 9:00 AM – 6:00 PM PST. Remote-first with 10+ years of experience in fully distributed teams across multiple time zones.