

REFERENCE LETTER

To Whom It May Concern,

I am pleased to provide this reference for Marija Dogandžić, with whom I had the opportunity to work closely from 2019 to 2025.

During our six-year collaboration, Marija was engaged as our primary external developer responsible for the development, maintenance, optimization, and continuous improvement of our eCommerce infrastructure. She served as our lead technical developer for approximately 10 WooCommerce-based online stores, which were a critical part of our online sales operations.

Throughout our cooperation, Marija handled a wide range of responsibilities, from everyday maintenance and troubleshooting to complex custom development. Her work included custom PHP development, WooCommerce core modifications, JavaScript and frontend improvements, database optimization, API integrations, performance tuning, and implementation of business-specific solutions that were not available through standard plugins.

The websites she managed included large product catalogs with approximately 5,000–6,000 products and numerous variations, requiring careful optimization and custom solutions to ensure reliable performance, smooth user experience, and efficient store management. Thanks to her continuous performance efforts, our websites consistently achieved 90+ scores on Google PageSpeed Insights across both desktop and mobile devices, providing our customers with a fast and reliable shopping experience even during peak traffic periods.

Some of the key solutions and improvements developed by Marija include:

- Custom loyalty rewards system integrated directly into WooCommerce, where customers earned virtual rewards ("Vatrice") after purchases and redeemed them on future orders. The system automated earning, tracking, and redemption, significantly boosting customer retention and repeat purchases.
- Advanced cart and checkout customizations, including automatic gift product additions, express delivery options, and various checkout UX improvements.
- Complex pricing and discount logic, such as quantity-based tiered pricing (e.g., different unit prices when purchasing two or more identical items).
- Custom product and variation management tools designed to handle large WooCommerce catalogs efficiently.
- Interactive promotional campaigns with animated banners, seasonal visual effects, and multimedia elements aimed at increasing customer engagement.

A significant part of Marija's work involved creating tailor-made solutions that could not be achieved with existing commercial plugins. Instead of relying on ready-made tools, she analyzed our business requirements and developed custom functionalities perfectly aligned with our internal processes. She also maintained clear technical documentation, making handovers and internal knowledge transfer smooth.

Beyond her technical skills, one of Marija's greatest strengths is her ability to understand business requirements and translate them into practical, scalable technical solutions. She was not only implementing requested changes but also proactively suggesting improvements that optimized workflows and enhanced the overall customer experience.

Throughout our six years of cooperation, Marija proved to be a reliable, responsible, and highly skilled developer. Communication was always professional, deadlines were consistently met, and technical

issues were resolved quickly and efficiently. She worked effectively within our cross-functional teams and communicated clearly with both technical and non-technical stakeholders.

Our cooperation ended in 2025 only because our company changed its business direction and migrated from WooCommerce to Shopify as part of a broader strategic decision. This transition was unrelated to Marija's performance or the quality of her work.

I would gladly recommend Marija for any position requiring strong WordPress, WooCommerce, PHP, JavaScript, and eCommerce development skills. Her combination of technical expertise, creativity, reliability, and business acumen makes her a valuable addition to any development team. I would not hesitate to work with her again in the future.

Should you require any further information regarding her work, please do not hesitate to contact me.

Sincerely,

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