Letter of Recommendation

I am writing to recommend Marija Doganžić, who developed the complete full-stack application "Chef Nemanja" for me, a nutrition app for my work as a chef and fitness coach.

Marija worked on the project from the beginning of October 2026 to the end of the same month. In that time she handled the entire development process on her own: database architecture, backend, admin panel, and the mobile application. Key features include personalized meal plans with automatic calorie and macronutrient calculation, custom recipe creation with real-time nutrient values, favorites and ingredient filtering, a three-tier subscription system (Free, Premium, Diamond) with screenshot blocking for content protection, and in-app sales of my e-books. All payments, both subscriptions and one-time purchases, are integrated and tested.

The app is finished and has been submitted to Google Play Console. We are waiting for approval before public release.

What I valued most was her independence, clear communication, and reliability. She delivered every phase on time and quickly solved problems that came up along the way. We have agreed to continue working together on long-term maintenance and new features.

I recommend Marija without hesitation for any project involving complex digital products. I am happy to answer any questions using the contact details below.

Client contact:

Email: nemanja.ljubisavljevic@hotmail.com

Phone: +971 55 3790163

Sincerely,

Nemanja Ljubisavljević
Founder and Owner, "Chef Nemanja" App

Date: 05. 11. 2026 Signature:

Stamp: VITARIA DESIGN SERVICE – Abu Dhabi U.A.E

To Whom It May Concern,

I am pleased to recommend **Marija Dogandžić** for a position in Web, WordPress, or WooCommerce development.

Marija has been collaborating with our agency, NETM.rs, as a backend developer and technical support specialist since January 2026, and our cooperation is ongoing. During our cooperation, she has been responsible for troubleshooting, performance optimization, technical SEO, ongoing maintenance, and the development and implementation of custom functionality for WordPress and WooCommerce websites.

One of Marija's strongest qualities is her ability to quickly understand and take over existing codebases, including projects she did not originally develop. She has successfully worked with custom themes and plugins, performed MySQL database modifications, investigated and resolved complex technical issues, and maintained large-scale websites, including learning platforms and high-traffic projects.

Her technical expertise includes:

- **Backend development:** PHP, MySQL, WordPress, WooCommerce
- **Custom development:** themes, plugins, and bespoke functionality
- **Troubleshooting & debugging:** analysis and resolution of complex technical issues
- **Performance optimization:** caching, image optimization, and website speed improvements
- **Technical SEO:** implementation and optimization
- **API integrations:** integration of external services and custom solutions
- **Website maintenance:** ongoing technical support and improvements

Marija works independently, approaches problems analytically, and is able to deliver reliable technical solutions with minimal supervision. She communicates clearly, understands both technical requirements and client needs, and has consistently contributed to maintaining high-quality standards across our projects.

Based on our experience working together, I can confidently recommend **Marija Dogandžić** for a Web Developer, WordPress Developer, or WooCommerce Developer position, particularly in roles involving custom development, troubleshooting, maintenance, and optimization of existing websites.

For any additional information, please feel free to contact me.

Sincerely,

Nenad Jeremić
Director
NETM.rs,

MB: 65304325
PIB: 111278845

Date: _____
Place: _____

Signature: _____

НЕНАД ЈЕРЕМИЋ 014352206 Auth
Digitally signed by НЕНАД ЈЕРЕМИЋ 014352206 Auth
Date: 2026.08.21 15:12:36 +02'00'

Phone: +381 64 54 88 816
Email: office@netm.rs

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,

Full Name of the Recommender:	**Aleksandar Ridjošić**
Exact Job Title:	**Owner**
Company Name:	**Sigurna Kupovina Online**
Company Registration Number / PIB:	**111977249**
Company Registered Address:	**Gandijeva 148A, Belgrade, Serbia**
Direct Phone:	**+381 60 088 03 02**
Official Email:	**info@sigurnakupovinaonline.rs**
Date:	**20 July 2026**
SIGNATURE:	
COMPANY STAMP:	Aleksandar Ridjošić pr Trgovina na malo posredstvom pošte ili preko interneta SIGURNA KUPOVINA ONLINE BEOGRAD

Client: SPINOLA ALT D.O.O. BORČA

Address: Milana Toplice 2B, 11000 Borča, Serbia
VAT ID (PIB): 114223652
Company ID (MB): 21990540

Project: WooCommerce Development, System Architecture, Migration, and Long-Term Technical Maintenance

To Whom It May Concern,

This letter serves as a professional reference for **Marija Dogandžić**, with whom I have been collaborating continuously since September 2021 on the development, maintenance, and long-term improvement of multiple WooCommerce-based e-commerce platforms for my furniture business. Our cooperation remains ongoing to this day.

During this period, Marija has been the primary technical person responsible for our entire e-commerce infrastructure. She has independently managed end-to-end development processes, system architecture, technical maintenance, and continuous optimization of our online store systems.

Her work has consistently ensured the stability, scalability, and performance of our digital commerce operations.

Scope of Work and Responsibilities

Marija has designed, developed, and maintained a complex WooCommerce environment covering both frontend and backend components. Her responsibilities included system architecture design, custom feature development, performance optimization, and integration of external services.

A key milestone of our cooperation was the complete redevelopment and migration of our primary online store from `onlinenamestaj.rs` to `huluvulu.rs`, including the successful migration of **over 3,000 products** with full data integrity and **zero critical data loss**.

Her technical responsibilities included:

- Full WooCommerce migration and system restructuring
- Custom WooCommerce development aligned with specific business logic
- Implementation of checkout, pricing, and shipping logic
- Advanced product filtering and navigation systems
- XML and REST API integrations with external systems
- Database optimization and performance improvements

Measurable Outcomes

After Marija's work, our site performance improved significantly – **page load time decreased by approximately 40%**, and we experienced **zero critical downtime** following the migration. Her solutions have proven stable, scalable, and low-maintenance.

Professional Assessment

Marija demonstrates a high level of technical independence, strong problem-solving capabilities, and the ability to translate complex business requirements into scalable and reliable technical solutions.

Her work has had a direct and measurable impact on the performance, stability, and usability of our e-commerce platforms.

Based on our long-term cooperation, I can confidently recommend Marija for positions requiring advanced WordPress and WooCommerce expertise, particularly in system architecture, e-commerce infrastructure, and full-cycle development roles.

For verification, I can be contacted at:
060 33 00 688
INFO@SPINOLA.RS

Date: 16.06.2026

Signature: _____
Company Stamp:

Sincerely,
Nenad Stojanović
Owner / Managing Director
SPINOLA ALT D.O.O. BORČA
VAT ID: 114223652
Company ID: 21990540

REFERENCE LETTER

Client: MILOŠ JOVANOVIĆ PR PROIZVODNJA OSTALIH PROIZVODA I NESPECIJALIZOVANA TRGOVINA NA VELIKO 3D ART REKLAME PROKUPLJE

PIB: 111459892
MB: 65426005
Established: 28.05.2019.
Business Activity: 3299 – Manufacturing of Other Products

Project: Website Development, AI Integration, Maintenance and Technical Support

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To Whom It May Concern,

I have been working with **Marija Dogandžić** since 2022 on the development, maintenance, and continuous improvement of our company website for the production and installation of illuminated advertising, signage, and custom branding solutions. Our cooperation is ongoing and continues to this day.

During our collaboration, Marija has been responsible for both the technical and functional development of our online presence. She initially maintained and improved our existing website and later designed and developed a completely new, modern version tailored to our business goals and customer needs.

Her responsibilities and contributions have included:

- Full development and ongoing maintenance of our company website.
- Complete redesign and implementation of a new website structure focused on usability, performance, and professional presentation of our services.
- Development of custom WordPress functionality and tailored solutions based on specific business requirements.
- Implementation of an advanced AI-powered website chat assistant, enabling visitors to receive automated support and information about our services in real time.
- Development and integration of custom API connections used to enhance communication between the AI system and website functionality.
- Performance optimization, troubleshooting, and continuous technical improvements.
- Ensuring responsive design and consistent user experience across desktop and mobile devices.
- Ongoing technical support, updates, and implementation of new features as our business evolved.

One of Marija's greatest strengths is her ability to understand business objectives and transform them into practical, modern, and effective technical solutions. She consistently demonstrates initiative, professionalism, and strong problem-solving skills while maintaining excellent communication throughout every stage of a project.

Her expertise in WordPress development, PHP, JavaScript, custom plugin development, API integrations, website optimization, and modern web technologies has provided significant value to our company.

Throughout our long-term cooperation, Marija has proven to be reliable, technically skilled, detail-oriented, and capable of independently managing complex projects from planning and development to deployment and ongoing maintenance.

I confidently recommend Marija Dogandžić for positions involving Web Development, WordPress Development, WooCommerce Development, Custom PHP Development, Technical Support, and API Integration projects.

Should you require any additional information regarding our cooperation, please feel free to contact us.

Sincerely,

Miloš Jovanović
Owner / Managing Director

Company: MILOŠ JOVANOVIĆ PR PROIZVODNJA OSTALIH PROIZVODA I NESPECIJALIZOVANA TRGOVINA NA VELIKO 3D ART REKLAME PROKUPLJE

PIB: 111459892
MB: 65426005

Date: 16.06.2026

Signature: _____