PROFESSIONAL REFERENCE LETTER

MILOŠ JOVANOVIĆ PR PROIZVODNjA OSTALIH PROIZVODA I NESPECIJALIZOVANA TRGOVINA NA VELIKO 3D ART REKLAME PROKUPLJE
Prokuplje, Serbia
PIB: 111459892 | MB: 65426005

To Whom It May Concern,

I am pleased to provide this professional reference for **Marija Dogandžić**, with whom I have been working since **2022**. Our professional cooperation is ongoing, including website development, maintenance, technical support, and further improvements.

1. Custom WordPress Website & AI Integration

Period: 2022 – Present

Marija developed and maintains our custom WordPress website, including custom PHP and JavaScript development, API integrations, backend functionality, database-related tasks, troubleshooting, testing, deployment, and performance optimization.

A significant part of her work was the implementation of a **custom AI-powered chat assistant** integrated into the website through an **external AI API**. She handled the technical integration between the website and the AI service, including API communication, request/response handling, the frontend chat interface, user interaction, testing, debugging, deployment, and ongoing maintenance.

She continues to provide technical support and further improvements to the website and its functionality.

2. Custom WordPress Theme – Sage / Roots

Period: 2026 – Present

For a separate website project, Marija developed a **fully custom WordPress theme based on Sage (Roots)**. The project was developed from scratch without a pre-built theme or visual page builder such as Elementor.

The development uses:

- **PHP, Sage (Roots), Roots Acorn and Blade**
- **Advanced Custom Fields (ACF) and ACF Composer / Builder API**
- **Tailwind CSS v4 and Vite**
- **Vanilla JavaScript, Composer and Yarn**
- Custom PHP block classes, Blade views, reusable components and layouts

The theme follows a structured architecture separating PHP functionality, CMS-managed content, reusable components, and frontend presentation.

Through WordPress and ACF, I can independently update **text, images, and other designated content** without modifying the underlying code. The layout, reusable components and application logic remain controlled within the custom theme.

The website is also integrated with an **external hotel booking platform** used for managing and maintaining booking records.

During performance testing with Google PageSpeed Insights, the website achieved **100/100 on desktop and 99/100 on mobile**, with **0 ms Total Blocking Time and 0 CLS** in the recorded tests.

Marija continues to provide maintenance, troubleshooting, performance work, updates, and further development for the project.

Professional Assessment

Throughout our cooperation, Marija has demonstrated strong practical skills in **PHP, WordPress, custom theme development, Sage/Roots, APIs, JavaScript, frontend development, backend integration, debugging, performance optimization, and production maintenance**.

She works independently, understands the technical architecture of the projects she develops, and is capable of taking responsibility for implementation from development through deployment and ongoing maintenance.

I am pleased to recommend **Marija Dogandžić** as a skilled and reliable **Full-Stack / WordPress Developer** and confirm that our professional cooperation is ongoing.

Sincerely,

Miloš Jovanović
Owner / Managing Director
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