



# JONATAN JANSSON

## SUMMARY

Skilled professional with extensive experience in web development, technical support, and system configuration. Strong communication and customer collaboration skills; adept at integrating feedback and ensuring reliable, maintainable solutions.

Hands-on across front-end and back-end (JavaScript, PHP, Python) with specialization in WordPress & WooCommerce ecosystems and adjacent CMS platforms (Joomla, Magento). Experienced in performance tuning, marketing-focused development, copywriting, content management, and iterative optimization of digital properties.

## KEY SKILLS

JavaScript / TypeScript (ESNext)	React & Modern Frontend	WordPress (Plugins, Themes, Woo)
API integration, Headless, Design & Consumption	Performance (Core Web Vitals)	Accessibility (WCAG 2.2)
Technical SEO / Structured Data	Growth Engineering, A/B Testing	Marketing Automation (HubSpot)
Analytics & Tag Management	AI Integration	PHP, Python, Shell
Docker, GitHub Actions, CDN	Security (OWASP basics)	Testing (Playwright, Selenium)
Observability & Monitoring	CMS Workflow & Editorial Tooling	Data Integration & Automation
Project Management (JIRA)	Documentation & Enablement	Stakeholder alignment
Localization / i18n	Version Control & Code Review	Linux Systems & Server Hardening

## EXPERIENCE

### Nordhealth, Lisbon – Senior Growth Developer

2025 – Present

- Lead development & optimization of multi-market WordPress product / marketing sites.
- Improve conversions & performance (Core Web Vitals, A/B testing, caching, asset strategy).
- Consolidate legacy properties into a unified platform & design system.
- Integrate AI-assisted workflows & content automation to accelerate funnel growth.
- Implement security hardening, analytics / tag & CRM integrations, deploy pipelines.
- Partner with marketing on rapid experiments & high-impact feature launches.

## Block Labs LTD, Lisbon – WordPress Developer | Team Lead

2024 – 2025

- Developed **high-performance WordPress websites**, including **custom themes** and **plugins**.
- Designed website architecture and managed technical aspects of the CMS.
- Implemented database and server integrations for enterprise-grade solutions.
- Conducted **performance testing, troubleshooting, and ongoing optimization**.
- Collaborated with cross-functional teams to deliver solutions aligned with business objectives.
- Spearheaded enterprise server migrations

## IPTOR, Lisbon – Senior WordPress Developer

2023 – 2024

- **Developed an enterprise-grade WordPress plugin** to integrate the TeamTailor API.
- **Designed, managed, and maintained WordPress websites for GENII Group**, ensuring optimal performance and user experience.
- Collaborated with the marketing team to **implement technical solutions aligned with inbound marketing strategies**.
- Enhanced expertise in HubSpot and adjacent technologies to optimize marketing workflows.

## Duva, Lidköping – Web Developer | Software Tester | Support

2018 – 2023

*Tech, Software and Cloud specialists*

- Delivered front-end builds for 50+ clients (WordPress, HTML, CSS, JS, PHP).
- Consulted on performance, resilience & troubleshooting for enterprise sites.
- Planned and refined solutions with international stakeholders.
- Executed systematic software testing & debugging for stable releases.
- **Key Projects**
  - **Monokel** – Support, system administration, customer relations; managed integrations & client communication loops.
  - **1Sekund** – Marketing & system admin; platform visibility & content operations.
  - **McKonsult** – Developed Parts Europe integrations; authored site content & product copy.
  - **Ulricehamns Municipality** – Technical consultant & integration manager for health inquiry workflows.
  - **24-sju.se** – E-commerce improvements & franchise support.
  - **Academedia** – WordPress dev (themes, plugins, DB), cross-team integration & stability improvements.

## ADDITIONAL EXPERIENCE

### Lidköping Makerspace, Sweden – Founder

2017 – 2019

- **Founded and operated local makerspace; sourced equipment & negotiated spaces.**
- **Built partnerships with governmental bodies, NGOs & think tanks.**
- **Established NGO chapter with 20+ members; provided web support.**

## Ember, Lidköping – SysAdmin, Tech Support, Developer

2017

- Handled inbound support & clerical processes.
- Malware remediation & security hardening for local client systems.

### Key Projects

- **Incup** – Remote desktop administration for 50+ client environments ensuring availability, updates & incident response.
- **Assemblin** – Authored PowerShell automation scripts to audit commercial vehicle movement data and streamline reporting.

## Nordic Goods AB, Lidköping, Sweden – Contractor / SysAdmin / Developer

2018 – 2019

- Launched e-commerce sites & digital campaigns from scratch.
- Full-stack development, system administration & industry partnerships.

## EDUCATION & TECHNICAL TRAINING

### Lexicon, Skövde – Certificate of Achievement

NOVEMBER 2015 – FEBRUARY 2016

- Developed **ASP.NET MVC web applications**, integrating **Microsoft SQL Server** for **database management**.
- Debugged and optimized **ASP.NET** applications to enhance performance and maintainability.
- Designed and **implemented dynamic webpages** using **ASP.NET MVC**.
- Gained hands-on experience in software testing and test management.
- Built foundational **C# console applications**, focusing on object-oriented programming principles.

## De La Gardie, Lidköping – Graduated

2008 – 2011

Technical Program, IT Specialization

- Focus on the fundamentals of IT, programming, and database management.
- Hands-on experience with **Microsoft Active Directory, Windows Server management, C# and Web Development**.
- Developed a strong foundation in **network administration, system maintenance, and basic cybersecurity principles**.

## ACHIEVEMENTS & RECOGNITION

### UF-Mässan, Vara – *Silver medalist*

2011

Silver medalist of the annual award show UF Vara Mässa for best Youth Start-up. The startup idea was named Muciety.com, a Forum-aggregator and social network for musicians, developed solely by me and marketed with my team-mate.

## LANGUAGE PROFICIENCY

- Swedish on a C2 level
- English on a C2 level
- Portuguese (EU-PT) at an A2 level.

## TECHNICAL CERTIFICATIONS & SPECIALIZATIONS

- Full Stack Developer – LinkedIn Learning Path (2025)
- Google Digital Garage – Fundamentals of Digital Marketing (2023)
- HubSpot Academy – Inbound (2023)
- NDG Linux Unhatched (2023)
- Linux Foundation – LFS101 Foundations in Linux (2014)
- Certificate of Achievement – .NET Systems Developer Course (2015)
- Moz – Advanced SEO: Tactics and Strategy (2015)
- WordPress: SEO – LinkedIn (2024)