# Buyung Abadi

## Senior WordPress Engineer | 10+ years

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https://buyzer.github.io • Available for Remote / Fractional Roles

## PROFESSIONAL SUMMARY

Senior WordPress Engineer with 10+ years of experience building, maintaining, and optimizing custom WordPress websites and web applications.

I take production responsibility: fixing hacked sites, plugin chaos, and slow websites that cost revenue, not just installing themes or plugins.

Specialized in custom themes and plugins, PHP development, performance optimization, technical SEO, and production troubleshooting.

Experienced in e-commerce development, technical project coordination, and Magento 2 team leadership.

## CORE EXPERTISE

| WordPress Engineering | Performance & SEO | Leadership & Rescue |
|---|---|---|
| Custom WP (Hooks, Filters, WP_Query)<br>Custom Theme Development<br>Custom Plugin Development<br>Website Scaling | Core Web Vitals / LCP <1.5s<br>Technical SEO (GSC, GA4)<br>Security Hardening & Malware Cleanup<br>Cloudflare, Nginx, Caching | Project Manager<br>Site Rescue & Audit<br>Team Coordination (Asana, Git)<br>Magento 2 Leadership |

## EXPERIENCE

**WordPress Engineer & Tech Lead | Self-Employed (Remote)** — Apr 2020 - Present • 5+ Years

- **TigitMotorbikes.com (Magento 2) :** Led Magento 2 devs to rebuild custom e-commerce platform. Scope: rental system, booking management, custom checkout, POS, inventory sync. Result: Improved website performance and scalable features
- **TheExtraMile.co (WordPress):** Built custom WP site from scratch for bike rental company, focusing on performance and SEO-ready structure. Stack: Custom Theme, Webpack, SCSS. Result: Improving company value for having online booking system
- **ResepMamiku.com (Custom WordPress + Technical SEO):** Managed GSC, GA4, on-page & technical SEO. Result: Grew organic traffic up to 100k+ monthly users
- **FreemiumAssets.com (Custom WP + Webpack):** Built custom asset library with optimized asset delivery. Result: PageSpeed 90+

**WordPress Engineer | PT Sebangsa Bersama** — Aug 2017 - Mar 2020 • 2y 8m

- Developed & maintained websites: **SebangsaNetwork.com, Komunita.id, Support.Arena.id**
- Responsible for uptime, security patching, and feature development using Git

**Web Developer | Pradesga Indonesia** — May 2015 - Feb 2017 • 1y 10m

- Built 10+ business websites using WordPress (custom themes), Codeigniter, and native PHP
- focus on fast delivery and maintainable code.

## TECHNICAL STACK

**CMS & Commerce:** WordPress (Expert: Hooks, Filters, Custom Plugins, Custom Themes), WooCommerce (Custom Cart, Checkout Optimization), Magento 2 (Team Lead Level)
**Modern Frontend:** React (basic for Headless), Webpack, SCSS, Bootstrap, Custom JS
**Backend & DevOps:** PHP 8+, MySQL, Git, Docker, Nginx, VPS Management, Cloudflare, Nextcloud

**Performance & SEO:** Core Web Vitals Audit, Technical SEO, On-Page SEO, Link Building, Google Search Console, GA4

**Management:** Development Team Coordination, Project Planning, Rescue & Audit, Asana

## SELECTED PROJECTS & LINKS

- **TigitMotorbikes.com** - Magento 2 E-commerce Lead
- **TheExtraMile.co** - Custom WordPress
- **ResepMamiku.com** - High-Traffic SEO-driven WP
- **FreemiumAssets.com** - Custom Asset Library WP
- LinkedIn : linkedin.com/in/buyung-abadi
- GitHub : github.com/buyzer

## EDUCATION

Software Engineering - SMKN 1 Ponorogo - Foundation in software fundamentals (2015)