

THOMAS GRADY

WordPress Developer | Custom Block Theme (FSE) Specialist

+44 7874 847432 • tomgrady1799@gmail.com • Glasgow, G11 6TU

PROFILE

Freelance WordPress developer specialising in custom block theme (FSE) development — building lean, high-performing websites without relying on heavy, bloated page builders. Works from blank starter themes with custom CSS/JS/PHP to consistently achieve 90+ Core Web Vitals scores, prioritising semantic HTML and agency-standard code that's easy for clients to maintain. Experienced across e-commerce, booking systems, and multimedia-integrated sites for small businesses, with a proven track record of measurable performance gains on both new builds and existing WordPress sites. Comfortable working independently to project deadlines with regular client check-ins.

KEY SKILLS

Web Development: HTML, CSS, JavaScript, PHP CMS Platforms: WordPress (Full Site Editing / Block Editor), Custom Block Theme Development, ACF E-Commerce: Plugin configuration for small-scale shopping & merchandise pages Multimedia Integration: Video, image galleries, external resource embeds	Admin Interfaces: Simple back-end systems for non-technical users Responsive Design: Cross-browser compatibility, accessibility Performance: 90+ Core Web Vitals achieved on live projects Version Control: Git, GitHub Tools: VS Code, Figma, Terminal
---	---

RELEVANT PROJECT EXPERIENCE

Freelance WordPress Developer | *Self-Employed* 2025 – Present

- Build custom block-theme WordPress sites for small businesses across sectors like retail, home & garden, and trade services — typically hitting 90+ Core Web Vitals scores (up to 96/100 Accessibility, 100/100 Best Practices) with no page builders or plugin bloat
- Configure booking, contact, and enquiry systems that support client growth, with clients reporting measurable upticks in bookings and enquiries after launch
- Diagnose and resolve performance issues on existing WordPress sites — one recent example lifted a site's mobile PageSpeed score from 38 to 68 and desktop from 63 to 87 through image compression, lazy loading, minification, and caching configuration
- Mock up designs in Figma ahead of development, giving non-technical clients a clear preview before build and cutting down revision cycles
- Work independently to project timelines while maintaining clear client communication throughout each build

ADDITIONAL WORK EXPERIENCE

Outbound Sales Consultant | *Optical Express, Glasgow* May 2023 – June 2026

- Managed client communication and conversion pipelines, requiring strong attention to detail and organisation

Call Centre & Administrative Consultant | *Rabobank Regional Call Centre, Perth, Australia* Dec 2021 – Aug 2022

- Managed administrative tasks requiring accuracy across internal and external communication
- Trained new colleagues on business processes using theoretical and practical methods

Customer Consultant, Lloyds Banking Group | *Wescot Credit Services Contact Centre, Glasgow* Jan 2020 – Aug 2021

- Conducted detailed financial assessments and resolved customer complaints, requiring strong analytical and communication skills

EDUCATION

- Bachelor of Science (BSc) in Economics and Finance — 2:1 Classification
- Australian Tertiary Admission Rank: 75.80 (A-Levels Equivalent), 2017 – 2018
- Certificate II in Business (TAFE), 2018

References available upon request