WILLIAM
MILIC

WEBMASTER – AUTOMATION & DIGITAL SYSTEMS

PROFILE

Automation and web specialist helping companies streamline their digital tools and automate processes to save time and reduce errors.
Strong technical background combining WordPress, no-code automation, APIs and data workflows, with a pragmatic, production-oriented mindset. Comfortable working between technical, marketing and operational teams to deliver reliable and maintainable solutions.

CONTACT

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📍 Paris

🌐 www.william-milic.com

LANGUAGES

- English (Professional)
- French (Fluent)

EDUCATION

Master's Degree – Data Marketing (Ongoing)
École Supérieure du Digital (ESD) | 2025 – 2026

Bachelor's Degree – Digital Project Management / Webmaster
École Supérieure du Digital (ESD) | 2022 – 2025

▶ WORK EXPERIENCE

Swim Stars — Webmaster & Automation Specialist
Paris, France | May 2024 – Present

- Design, maintenance and optimization of multiple WordPress websites
- Debugging and fixing technical issues (plugins, forms, performance, integrations)
- Building and maintaining automations using Make, Zapier, webhooks and APIs
- Automation of email & SMS campaigns and internal workflows
- Technical setup for new franchise openings (local pages, tools, tracking)
- Acting as a transversal role between marketing, operations and tech teams

Freelance / Personal Projects — Automation & WordPress
Remote | 2023 – Present

- Design and implementation of automation workflows (forms, CRM, notifications, data sync)
- Tool integrations using Zapier, Make and n8n
- WordPress interventions: bug fixing, performance improvements, automation-related features
- Focus on efficiency, simplicity and long-term maintainability

▶ CERTIFICATIONS

- Full-Stack Web Development – Dicoding Indonesia
- JavaScript Algorithms & Data Structures – freeCodeCamp
- Responsive Web Design – Coursera

▶ TECHNICAL SKILLS

- Automation & No-Code
- Zapier, Make (Integromat), n8n
- Webhooks, APIs, JSON
- Web / CMS
- WordPress (themes, plugins, debugging)
- HTML, CSS, PHP, JavaScript

- Data & Tools
- Google Sheets, Notion, CRM tools
- Data workflows & reporting
- Tools & Platforms
- Git, Meta Business Manager, SaaS tools

▶ SOFT SKILLS

- Autonomous and solution-oriented
- Strong analytical mindset
- Comfortable bridging technical and business needs
- Reliable in production environments