

Marios Sofokleous

Web Performance Engineer & JAMStack Architect

+357 99 111844 | marios@msof.me | msof.me | github.com/PictureElement | linkedin.com/in/msof

Professional Summary

With 8 years of experience in custom CMS development and frontend architecture, I specialize in engineering headless, SEO-optimized websites. My career began in agency environments delivering custom CMS solutions, which taught me the critical importance of aligning technical architecture with business and marketing goals. Today, my core focus is bridging the gap between engineering and growth by decoupling monolithic websites using modern headless architectures and building blazing-fast frontends that achieve perfect Core Web Vitals, strict accessibility, and technical SEO.

Experience

Web Performance Engineer & JAMStack Architect, Freelance

September 2024 – Present // Paphos, Cyprus

- **Decoupled architecture & i18n:** Engineered multilingual websites with RTL support using Astro and Decap CMS. Implemented GSAP animations and strict typography systems while maintaining zero-JS performance baselines.
- **Technical SEO:** Architected automated JSON-LD schemas, XML sitemaps, and Open Graph meta tags, alongside advanced asset delivery to eliminate layout shifts, ensure user privacy, and achieve perfect Core Web Vitals.
- **Performance optimization:** Overhauled a real estate website (200+ active properties) by enabling automated image processing pipelines for upload resizing and WebP conversion. Integrated HubSpot CRM and deployed server and edge caching to achieve 95+ PageSpeed scores on shared infrastructure.
- **Interactive UI & compliance:** Developed high-performance property landing pages featuring interactive SVG masterplans, amenity maps, and custom consent management systems to strictly enforce GDPR compliance.
- **DevOps & infrastructure:** Established automated, webhook-driven CI/CD pipelines connecting GitHub to diverse hosting environments. Provisioned and managed self-hosted Linux VPS infrastructure using Coolify for full-stack decoupling (Strapi/Next.js), alongside Netlify for edge-delivered static sites.
- **Asset delivery & art direction:** Implemented highly optimized image pipelines using Astro's built-in image components with strict srcset and sizes attributes. Integrated Unpic to orchestrate art direction across viewports, drastically reducing Largest Contentful Paint (LCP) times and eliminating layout shifts.
- **Perceived performance & UX:** Delivered near-instant page navigations across multi-page architectures by enabling intent-driven link prefetching and integrating the View Transitions API for seamless cross-document fades, matching SPA experiences without the JavaScript bloat.

Frontend Developer, IronFX

January 2022 – August 2024 // Limassol, Cyprus

- **Headless migration & rendering strategy:** Led the technical evaluation to decouple monolithic WordPress systems using WPGraphQL and Next.js. Aligned technical architecture with marketing goals by implementing hybrid rendering, utilizing Incremental Static Regeneration (ISR) for high-velocity blog content (2+ posts/day) and Server-Side Rendering (SSR) for dynamic routes to maximize organic growth.
- **Real-time data integration:** Engineered live financial data solutions, integrating APIs for real-time price feed delivery.

Technical Skills

Languages: JavaScript (ES6+), TypeScript

Frontend: React, Next.js (App Router), Astro, Tailwind CSS, Bootstrap, Sass, GSAP, shadcn/ui

Headless & APIs: Strapi, Decap CMS, REST APIs, Zod

Toolset: Git/GitHub, Netlify, Cloudflare, Coolify, Figma, Docker, VS Code, GitHub Copilot, Lighthouse

Core Concepts: Web Performance, Core Web Vitals, A11y, Technical SEO, SSR / ISR / SSG, JAMstack Architecture

Projects

GK Architects (In Development):

Architected an editorial-style multi-lingual portfolio using Astro and Decap CMS, engineering custom Node.js RTL build pipelines, View Transition routing, and Partytown web workers to deliver a seamless, SPA-like experience with 95+ Core Web Vitals.

Next.js. Strapi Portfolio Starter:

Architected a production-ready decoupled template using Next.js (SSG) and Strapi, delivering 98+ Core Web Vitals alongside automated technical SEO and secure, rate-limited API endpoints.

Sentiero Luxury Villas: Engineered an edge-deployed property landing page using Vite and Netlify, featuring interactive SVG architectural mapping, Leaflet.js amenity integrations, and a custom GDPR consent architecture.

JobLister Plugin: Engineered a high-performance React SPA within WordPress, leveraging the REST API to bypass legacy page loads and deliver instant job filtering with secure, reload-free application pipelines.

- **Strategic UI architecture:** Deployed React to architect dynamic, client-side rendered (CSR) interfaces for marketing features (event boards, career directories) within the CMS. Strategically isolated rich interactivity to CSR for non-SEO-critical components, preventing unnecessary server load and preserving overall page performance.
- **Global localization:** Took ownership of Right-to-Left (RTL) localization for Arabic and Farsi audiences. Audited and resolved widespread layout issues and established strict RTL testing standards.
- **DevOps modernization:** Introduced Docker containerization and modern JavaScript tooling to the team, standardizing local development environments and drastically reducing deployment times.
- **Technical leadership:** Awarded "Top Tech Contributor" for architectural leadership. Established documentation standards and acted as the bridge between design and engineering to accelerate development cycles.

Frontend Developer, Webmors

August 2019 – December 2021 // Remote work

- **Solo frontend engineering:** Acted as the sole developer for a new agency, owning the end-to-end technical delivery of 20+ custom October CMS websites for real estate and e-commerce clients.
- **Component architecture:** Pioneered a component-based development structure using Twig and Sass, maximizing code reusability and significantly improving page rendering times.
- **Strategic UI architecture:** Deployed Vue.js to build dynamic, client-side features within traditional CMS pages, strictly isolating client-side rendering (CSR) to non-SEO-critical components to protect search visibility.
- **Design-to-code alignment:** Acted as the technical bridge between design and engineering. Guided graphic designers in web design principles within Figma to ensure prototypes translated into pixel-perfect DOM structures.
- **Workflow & architecture:** Architected the agency's foundational development pipeline from scratch using Gulp, and utilized BEM methodology alongside Sass to ensure long-term CSS maintainability and scalable styling across all client projects.

WordPress Developer, Enigma Global

June 2018 – July 2019 // Paphos, Cyprus

- **Technical problem-solving:** Researched and integrated third-party plugin ecosystems to resolve client requirements and extend core CMS functionality.
- **Theme customization:** Engineered extensive child theme overrides using custom CSS and JavaScript to deliver pixel-perfect designs while maintaining core system stability and update compatibility.
- **Project lifecycle management:** Handled requirements gathering, theme development, deployment, and maintenance for clients across various industries.
- **Tooling advocacy:** Introduced and championed Elementor for specific projects to accelerate the delivery of custom designs and reduce project turnaround times.
- **Cross-functional collaboration:** Partnered with designers to evaluate the technical feasibility of layouts and interactive components, ensuring visual assets seamlessly translated into performant DOM structures.
- **Client success:** Delivered technical documentation and training to ensure smooth project handoffs and long-term site stability.

Education

BSc in Computer Engineering,
University of Cyprus

2011 – 2016 // Nicosia, Cyprus