### **MOHAMED RASHED**

Web Developer | WordPress Specialist

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### Summary

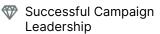
Senior Web Developer | WordPress Specialist | CTO | SEO Optimization | Digital Marketing I am a web developer with 5 years of experience in both front-end and back-end technologies. Currently, I work as a Senior WordPress Developer, specializing in building responsive, high-performance websites and optimizing user experiences. In addition to my development expertise, I have strong skills in digital marketing, managing and optimizing ad campaigns across Meta (Facebook & Instagram), Google, YouTube, TikTok, and Snapchat. I combine technical knowledge with marketing strategy to deliver data-driven results, improve ROI, and boost online visibility. Passionate about staying ahead of industry trends, I have successfully delivered innovative solutions across multiple projects, demonstrating my ability to develop, market, and manage scalable web applications that drive measurable growth.

# Key Achievements



### Global Web Projects Completion

Completed 70+ international web projects, boosting client online presence significantly.



Led integration of 15+ marketing campaigns, enhancing client engagement by 50%. And more



### Revenue Growth Achievement

Increased annual revenue by 20% through optimized global supply chain operations.



#### Custom Development Projects

Developed 100% custom themes and plugins, improving website functionality for diverse clients.

### Experience

# Self Employed

### Freelance WordPress Specialist

- · Self-employed.
- Multiple Website Project Freelance WordPress Specialist.
- Completed 85+ web development projects across Egypt, KSA, UAE, USA, the Netherlands, and London, covering e-commerce, corporate, and portfolio websites.
- Specialized on WordPress, PHP, Laravel, and front-end frameworks.
- Created custom themes, plugins, and APIs tailored to business needs.
- Provided website maintenance, performance optimization, and SEO improvements.
- · As CTO, managed technical operations: web development, ad campaigns (Meta, Google, etc.), graphics/content teams, and department collaboration for integrated marketing solutions.

# **Business Tailor Agency**

Dubai, United Arab Emirates

Alexandria, Egypt

2021 - Present

### Web Developer

• Led web development projects for UAE-based clients, ensuring timely and high-quality deliverables.

- Managed client communications, project timelines, and technical requirements.
- · Built and customized websites from scratch using WordPress and modern front-end frameworks.
- Coordinated with designers, developers, and stakeholders to align project objectives.
- Served as CTO, leading technical operations: website development, ad campaigns (Meta, Google, YouTube, TikTok, Snapchat), managing graphics/content teams, and ensuring departmental collaboration for integrated marketing/digital solutions.

**Hmemg** 

**United States** 2024 - 2025

2024 - 2025

#### CTO | Web Developer

· Directed end-to-end web development projects for U.S.-based clients, ensuring on-time delivery and exceptional quality

- standards · Oversaw client communication, project scheduling, and the translation of technical requirements into actionable development
- · Developed and customized websites from the ground up using WordPress and modern front-end frameworks
- · Collaborated closely with design, development, and operations teams to maintain alignment with project goals and client
- Also served as CTO, managing all technical aspects of the company including website infrastructure, server management, team coordination, and workflow optimization, ensuring seamless execution across all digital projects



## Experience

# Bids Line Technology

Alexandria, Egypt

2023 - 2024

#### Senior WordPress Developer

- A technology company specializing in web development services
- Developed and maintained WordPress-based websites for various clients, ensuring high-quality designs
- · Customized WordPress themes and plugins from scratch to enhance website functionality
- Collaborated with cross-functional teams to achieve project goals
- Implemented SEO best practices enhancing search engine visibility
- Troubleshot and debugged technical issues for seamless website operation
- · Actively stayed updated with industry trends to integrate innovative solutions

Holvrine Agency Alexandria, Egypt

#### Part-time Web Developer

2023 - 2024

- Fully integrated technology and services committed to delivering exceptional customer experiences for the world's leading brands
- Designed, developed, and maintained the official website for Holvrine Agency
- Managed website updates, security patches, and feature enhancements
- Optimized website performance and SEO to improve traffic and user engagement

# Taha Group Import & Export

Alexandria, Egypt

2021 - 2022

- Digital Department Administrator
- Improved annual revenue by {15%} by optimizing global supply chain operations for client.
- Improved user engagement by {15%} through developing a responsive website using the Bootstrap framework.
- Customized PHP script and developed it into a complete ERP system.
- Created Meta Ads Campaigns and collected leads for sales teams.

#### Education

The Alexandria Academy

Alexandria, Egypt

2016 - 2020

Bachelor of Management Information System

Languages

English Advanced ••••

Arabic Native

Skills

WordPress · Web Flow · Shopify · Ecommerce · Your Skill

HTML · CSS · PHP · MySQL · Your Skill

 $\textbf{Figma} \cdot \textbf{Adobe} \ \textbf{XD} \cdot \textbf{Adobe} \ \textbf{Illustrator} \cdot \textbf{Adobe} \ \textbf{Photoshop} \cdot \textbf{Your} \ \textbf{Skill}$ 

### Find me online

in LinkedIn

Website

**Bē** Portfolio

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