

MOHAMED RASHED

Web Developer | WordPress Specialist

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• Alexandria, Egypt

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

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.	Alexandria, Egypt 2021 - Present
Business Tailor Agency 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.	Dubai, United Arab Emirates 2024 - 2025
Hmemg 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 tasks - 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 expectations - 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	United States 2024 - 2025

M. Rashed

Experience

Bids Line Technology Senior WordPress Developer

Alexandria, Egypt
2023 - 2024

- 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
- Troubleshoot and debugged technical issues for seamless website operation
- Actively stayed updated with industry trends to integrate innovative solutions

Holvrine Agency Part-time Web Developer

Alexandria, Egypt
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 Digital Department Administrator

Alexandria, Egypt
2021 - 2022

- 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 Bachelor of Management Information System

Alexandria, Egypt
2016 - 2020

Languages

English Advanced ●●●●● Arabic Native ●●●●●

Skills

WordPress · Web Flow · Shopify · Ecommerce · Your Skill

HTML · CSS · PHP · MySQL · Your Skill

Figma · Adobe XD · Adobe Illustrator · Adobe Photoshop · Your Skill

Find me online

in LinkedIn
<https://www.linkedin.com/in/mohamed-rashed-a89901214/>

Website
<http://mohamed-alrashed.com/>

Bē Portfolio
<https://www.behance.net/muhammadrashed2>

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