Mohamed Adel

Ismailia, Egypt | +201092218593 | odargxo@gmail.com | linkedin.com/in/zayassin

SUMMARY

WordPress Developer with hands-on experience building, optimizing, and managing SEO for production websites serving businesses in Egypt and Saudi Arabia. Experienced with Saudi e-commerce platforms **Zid** and **Salla** for building and customizing online stores. Skilled in theme customization, database management, performance optimization, on-page SEO, and responsive UI. Building front-end skills with React.js. Independently delivers complete websites from concept to launch.

WORK EXPERIENCE

WordPress Developer — SKLD for Business Solutions, Ismailia, Egypt

2024 – Present

- Developed and delivered 10+ live WordPress websites for clients in Egypt and Saudi Arabia
- Built and customized online stores on **Zid and Salla** platforms for Saudi clients, including theme setup, product catalogs, and payment/shipping integrations
- Built custom layouts and managed MySQL databases, migrations, and query optimization
- Implemented on-page SEO: meta tags, structured data, sitemaps, and speed optimization
- Improved website performance, responsiveness, and UI/UX across all projects
- Created conversion-focused landing pages with analytics tracking (Facebook Pixel, Yandex Metrica)

WordPress Developer — Hawiya, Saudi Arabia (Remote)

2025 – Present

- Built and maintained WordPress websites for Saudi clients with full Arabic/RTL support
- Developed lead generation landing pages with Facebook Pixel and Yandex Metrica tracking
- Handled theme customization, performance optimization, and on-page SEO
- Collaborated with the marketing team to deliver conversion-focused web solutions

KEY PROJECTS

- **Seagate Express** (seagateexpress.com) — Logistics — shipment tracking, multi-service pages, bilingual, SEO (Largest project)
- **Sunbulat Al Khair** (sunblatalkhair.org.sa) — Saudi charity organization — donation-focused website, Arabic/RTL support, SEO
- **CCS Enaash** (ccs-enaash.org.sa) — Saudi non-profit — responsive design, RTL layout, content management, SEO
- **Hawiya** (hawiya.sa) — Saudi agency — lead gen forms, Facebook Pixel, Yandex analytics, RTL support
- **Egyplain** (egyplain.com) — Agri-export — B2B catalog, SEO-optimized, quote request system
- **SKLD** (skldeg.com) — Marketing agency — animated portfolio, dark theme UI, client carousel
- **Al Mansa Ads** (almansaads.com) — Landing page — WhatsApp CTA, Facebook Pixel + Yandex Metrica tracking
- **Letspoze** (letspoze.com) — Full redesign — modernizing UX, performance, and SEO (In Progress)
- **Fitn'will** (fitnwill.com) — **Shopify** dropshipping store — product sourcing, theme customization, checkout setup, and ad-driven landing pages (inactive)

EDUCATION

Bachelor of Computer Engineering & Control Systems May 2025

Obour High Institute for Engineering & Technology — Cairo, Egypt

Grade: Good | Project Grade: Excellent | Key: Neural Networks, CCNA, Data Structures

SKILLS

Programming: HTML, CSS, PHP, JavaScript, MySQL, React.js (Learning)

WordPress: Theme Customization, Website Building, Performance Optimization, Responsive Design

E-commerce Platforms: Zid, Salla, Shopify, WooCommerce — store setup, customization, dropshipping, product management

SEO & Analytics: On-Page SEO, Meta Tags, Structured Data, Google Search Console, Facebook Pixel, Yandex Metrica

Database: Database Design, phpMyAdmin, Query Optimization, Migrations

Tools: Git, GitHub, phpMyAdmin

VOLUNTEER

- **Khatwet Amal Organization** — Vice-Head of Education Committee (2017–2020)
- **Masar Charity Organization** — Head of HR Committee (2020–2021)

LANGUAGES

English: Professional

- Arabic: Native