

Mohaned kasem

WEB DEVELOPMENT

PROFESSIONAL SUMMARY

Full-Stack PHP & WordPress Developer with experience since 2019 in building secure, scalable web systems, eCommerce platforms, and CRM solutions.
Skilled in Laravel, API integrations, automations, CRO optimization, and developing high-performance stores on WordPress, Salla, Zid, and Shopify.

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WORK EXPERIENCE

Touch _ WordPress | Oct, 2022 - Jun, 2023

- Utilized PHP and JavaScript programming languages to develop custom WordPress solutions
- Collaborated with design and content teams to ensure highquality, responsive websites were delivered on time and within budget
- Developed and maintained multiple WordPress websites for clients using custom themes and plugins
- Integrated third-party APIs into WordPress sites to enhance functionality and improve user experience

LXDYI _ Web Developer | Oct, 2022 - Jun, 2023

- Collaborated with design and content teams to ensure highquality, responsive websites were delivered on time and within budget Cairo, Egypt
- Developed and maintained multiple WordPress websites for clients using custom themes and plugins
- Conducted quality assurance and testing to ensure functionality and usability of WordPress website

DevRise _ Web Developer | Aug, 2024 - Mar, 2025

- Develop and maintain WordPress websites for different clients using custom themes and plugins.
- Work with design and content teams to ensure high-quality, user-friendly websites are delivered within deadlines.
- Improving website performance by implementing best practices in programming and content management.

Doop_ Web Developer | Mar 2025 - Sep 2025

- Developed scalable web systems using PHP, Laravel, and custom APIs to support business operations.
- Built and optimized WordPress websites with advanced custom features and integrations.
- Created eCommerce and CRM solutions across WordPress, Salla, Zid, and Shopify.
- Implemented automations to improve workflow efficiency and reduce manual tasks.
- Improved UI/UX and CRO performance, enhancing user flows and driving higher conversions.

Falak_ Web Developer | Sep 2025 - Present

- Developed custom CRM tools and automated workflows that reduced manual processes and improved team efficiency.
- Designed and optimized eCommerce solutions across WordPress, Salla, Zid, and Shopify with clean, scalable structures.
- Implementeimprovements and CRO strategies that enhanced user flows and increased conversion rates.
- Managed integrations, databases, and performance tuning to support stable, secure, and fast production environments

LANGUAGES

EDUCATION

SKILLS

- | | | | | | |
|---------|--------|-------------------------|------------|--------------------------------|-------|
| English | Arabic | New Damietta University | HTML & CSS | API integration | Sass |
| | | | PHP | Automation | MySQL |
| | | | JavaScript | WordPress ,Zed ,Salla ,Shopify | Cro |