

KHALED ALI HASSAN

WordPress Developer | Front-End & E-Commerce Solutions

Portfolio: khaled625-max.github.io/portfolio/my-portfolio **Email:** khaled625bahaa625@gmail.com

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PROFESSIONAL SUMMARY

Mid-level WordPress Developer with 2+ years of experience building, optimizing, and maintaining high-traffic websites across nonprofit, e-commerce, medical, real estate, legal, and corporate sectors for clients spanning Egypt, Saudi Arabia, the UAE, Germany, and the United States. Skilled in custom theme and plugin development, WooCommerce, Elementor, and Git/GitHub-based version control, with a consistent record of improving Core Web Vitals, resolving live production issues on donation and checkout flows, and shipping responsive, mobile-first sites on tight agency timelines. Comfortable owning a project end-to-end, from client onboarding through QA to launch, and collaborating with distributed, cross-functional teams. Applies AI-assisted development tools to speed up content structuring, QA, and performance analysis without cutting corners on code quality.

CORE SKILLS & EXPERTISE

Development: WordPress (Custom Themes & Plugins), Elementor & Elementor Pro, WooCommerce, HTML5, CSS3, JavaScript (ES6+), PHP Fundamentals, MySQL Fundamentals, React & Next.js Fundamentals

Tools & Workflow: Git & GitHub, VS Code, WP Rocket & Caching, Google Tag Manager, GA4, Meta Ads & Google Ads Pixel Integration, Figma (Design Handoff), Claude Code & AI-Assisted Development Tools

Practices: Responsive / Mobile-First Design, Site Speed & Core Web Vitals Optimization, Cross-Browser Testing & QA, WordPress Security & Maintenance, On-Page SEO Fundamentals, Client Onboarding & Communication, Project & Timeline Management

PROFESSIONAL EXPERIENCE

Mid-Level WordPress Developer (Remote), ARAHA.org, U.S.-Based Nonprofit

Feb 2026 – Present

- Manage and optimize a high-traffic, donation-driven WordPress site supporting international relief operations across Somalia, Kenya, Ethiopia, Sudan, and the U.S., keeping the platform reliable for time-sensitive donor traffic.
- Diagnose and resolve production issues affecting checkout and donation flows, including third-party script conflicts (Apple Pay SDK, analytics tags) and CSS specificity conflicts introduced by Elementor's global styles.
- Improve site performance with WP Rocket, image compression, and render-blocking resource fixes, raising PageSpeed scores and reducing Total Blocking Time on key landing pages.
- Design and maintain custom Elementor-embedded widgets, including a self-contained Zakat calculator built in vanilla HTML/CSS/JS, resolving cross-widget style conflicts and mobile layout gaps.
- Connect donation events to GA4, Meta Ads, and Google Ads via Google Tag Manager to support accurate ROAS reporting for the marketing team.
- Use Git/GitHub for version control on custom code and theme changes; collaborate daily with an international, cross-functional team in a fully remote setting.

WordPress Developer, Catalyst Agency

Sep 2025 – Feb 2026

- Delivered custom WordPress themes and plugins across multiple client verticals, translating requirements gathered during client onboarding into production-ready builds.
- Built responsive, mobile-first websites and integrated WooCommerce for e-commerce clients, covering product catalogs, checkout flow, and payment gateway configuration.
- Applied performance best practices, including image compression, caching, and clean semantic code, to improve load times and Core Web Vitals scores.
- Owned client-facing communication end-to-end, running kickoff calls, progress updates, and launch handoffs.
- Maintained version control with Git/GitHub and used AI-assisted tools to speed up content structuring, QA, and performance analysis.

WordPress Developer, I-Valley

Jun 2025 – Sep 2025

- Developed and launched WordPress websites for a multi-industry client portfolio spanning medical, e-commerce, real estate, legal, and corporate sectors across Egypt, Saudi Arabia, the UAE, Germany, and the U.S.

- Built custom Elementor-based themes and layouts for law firms, dental and healthcare providers, real estate platforms, and nonprofit associations, adapting each build to the client's brand system.
- Configured WooCommerce storefronts for retail and industrial-supply clients, including product variations, shipping rules, and considerations for GCC-market currencies.
- Optimized page speed and mobile responsiveness across a high volume of concurrent client sites within tight agency turnaround timelines.
- Collaborated closely with designers and account managers to move projects from onboarding through QA to launch.

WordPress Developer, IT Square Software

Mar 2024 – May 2025

- Developed and implemented WordPress sites, custom themes, and plugins for clients across consulting, industrial, fashion, and hospitality sectors.
- Designed responsive, mobile-first websites that improved client engagement and reduced bounce rates.
- Integrated WooCommerce to deliver tailored e-commerce solutions for retail and product-based clients.
- Applied optimization techniques, including image compression, caching, and clean code, to boost site performance and load times.
- Maintained security hardening and regular update cycles to ensure long-term site reliability.
- Managed client relationships from initial onboarding meetings through final delivery, and began applying AI-powered tools to support site improvements and performance analysis.

FEATURED PROJECTS

A selection of the strongest live builds from across my portfolio, ranked by scale, complexity, and business impact:

1. **ARAHA.org** (araha.org), Flagship project: high-traffic U.S. nonprofit relief platform with live donation processing and full GA4 / Meta / Google Ads conversion tracking.
2. **Matrix-EG** (matrix-eg.net), Bilingual (English / Arabic) furniture e-commerce and catalog platform with a full WooCommerce shop, downloadable product catalogs, and customer accounts.
3. **Legal Solutions** (lsl.com.sa), Corporate site for a Saudi Arabia-based law firm, built for a credibility-first professional-services audience.
4. **Luxury Driver Portugal** (luxurydriverportugal.com), Bilingual booking-driven site for a Portugal-based luxury transfer and private-tour company, serving an international clientele.
5. **Property Science** (property-science.net), Real estate technology platform serving industry professionals, with listings and lead-capture flows.
6. **Generations Environment Association** (ge.org.sa), Saudi NGO / environmental association platform (.org.sa) with bilingual content structured for donor and grant visibility.
7. **New Miami Group** (newmiamigroup.com), Bilingual commercial site for a window-film and glass-protection solutions company (solar, safety, and decorative films).
8. **Elektro Janbein** (elektro-janbein.de), Corporate service site for a German electrical-installation and EV-charging business.
9. **Trinity** (trinity-eg.com), Full WooCommerce e-commerce build with product catalog and checkout flow.

OTHER PROJECTS

Additional WordPress builds delivered across nonprofit, medical, e-commerce, real estate, and news sectors:

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| • Peinso | • Unity Clinics | • Kayan Gulf |
| • IPIC | • Capella Pharma GmbH | • Global Trade |
| • Revia Med | • Cairo Kidney Center | • Elite Dent |
| • Dentex Care | • Arkan Invest | • Amlak Alibaba |
| • XO Egypt | • AAT Consulting | • Bimag Solutions |
| • IACE Academy | • DAL WAW | • EG Tools |
| • Vera Electronic | • El Yasmin Store | • o2 Volta |
| • Alex Dent | • Bibo Dent | • PuraCare |
| • Elephant Dental | • Schon Company | • MedScane |
| • Doclinia | • Marcyrl Vet | • Taaleem News |

EDUCATION

Bachelor's Degree in Law

Faculty of Law, Cairo University

CERTIFICATES

- The Ultimate React Course 2025: React, Next.js, Redux & More, by Jonas Schmedtmann.

References and cover letter available upon request.