

Hossam Hamdy

WordPress Developer & E-commerce Specialist

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Professional Summary

WordPress Developer and E-commerce Specialist with 4+ years of experience in WordPress development, WooCommerce customization, Salla and Zid store management, product catalog management, payment gateway integration, shipping configuration, REST API integration, technical SEO, Google Search Console, Google Analytics, and website performance optimization. Delivered 25+ websites and online store improvements, managed 30+ e-commerce product catalogs, improved website loading speed by up to 40%, and optimized MySQL database performance by 35%.

Professional Experience

Al Almiya Alhura

WordPress Developer

Mansoura

Nov 2025 – Present

- Develop and maintain WordPress websites, landing pages, corporate websites, and WooCommerce stores based on client and business requirements.
- Customize WordPress themes, plugins, reusable sections, custom post types, Advanced Custom Fields, product pages, checkout settings, coupons, and order-related features.
- Improve website speed, SEO structure, responsiveness, image optimization, caching, Core Web Vitals, cPanel setup, FTP, SSL, DNS, and database management.

Target Lines Company

WordPress Developer & Former Programming Department Manager

Administrative Capital

Jul 2024 – Aug 2025

- Led 5+ developers across planning, development, testing, deployment, maintenance, and client delivery stages.
- Delivered 10+ high-profile client websites and improved on-time delivery rate by 25% through better task management and project coordination.
- Built custom WordPress websites, WooCommerce stores, landing pages, reusable sections, custom post types, and Advanced Custom Fields structures.
- Managed WooCommerce, Salla, and Zid stores, including 500+ product uploads, categories, pricing updates, coupons, payment gateways, shipping methods, and order follow-up.
- Optimized 100+ product pages, meta titles, meta descriptions, image alt text, internal links, on-page SEO, caching, CDN, lazy loading, and Core Web Vitals.
- Configured 15+ hosting environments using cPanel, WHM, FTP, File Manager, phpMyAdmin, SSL certificates, DNS settings, and backup tools.
- Integrated REST APIs, payment gateways, CRM systems, third-party services, and customized 10+ WordPress plugins for client-specific workflows.

Efadh Information Technology

WordPress Developer

Mansoura

Jul 2022 – Dec 2025

- Created 15+ fully customized WordPress websites without relying on page builders, resulting in lean, maintainable, and performance-friendly codebases.
- Developed and customized 8+ WooCommerce stores, including product structures, checkout flows, payment integrations, shipping rules, coupon systems, and store performance improvements.
- Managed Salla and Zid operations for 10+ online stores, including product uploads, categories, inventory updates, banners, coupons, SEO settings, and order management.
- Built 50+ responsive pages using HTML5, CSS3, SCSS, Bootstrap, Tailwind CSS, JavaScript, jQuery, AJAX, and Vue.js.
- Integrated 12+ REST APIs for payment gateways, CRM systems, custom dashboards, contact forms, and third-party business tools.
- Improved MySQL database performance by 35% through query optimization, indexing, database cleanup, and table structure improvements.
- Handled weekly website maintenance, debugging, plugin updates, theme updates, content updates, malware checks, backups, deployment, DNS, SSL, and cPanel tasks.

Education

Mansoura University

- Pre-Master's in Business Administration
- Bachelor's in Commerce – Business Administration

2024 – Present

2016 – 2020

Skills

Web Development: PHP, JavaScript, HTML5, CSS3, SCSS, jQuery, AJAX, Vue.js, MySQL, REST APIs, Git, GitHub, Bootstrap, Tailwind CSS, Responsive Web Design, Cross-Browser Compatibility, Debugging, Website Deployment

WordPress & WooCommerce: WordPress, WordPress Theme Development, WordPress Plugin Development, Plugin Customization, Custom Post Types, Advanced Custom Fields, WooCommerce, Checkout Customization, Product Management, WordPress Migration, WordPress Security, WordPress Backup, Performance Optimization

E-commerce Platforms & Operations: WooCommerce, Salla, Zid, Salla Store Management, Zid Store Management, Online Store Setup, Product Catalog Management, Product Uploading, Category Management, Inventory Management, Order Management, Coupon Management, Pricing Management, Payment Gateway Integration, Shipping Configuration, Product Variations, Product Filters, Cart Optimization, Checkout Optimization

SEO, Analytics & Performance: Technical SEO, On-Page SEO, E-commerce SEO, Keyword Optimization, Meta Title Optimization, Meta Description Optimization, Image Alt Text Optimization, Schema Markup, Sitemap Management, Google Search Console, Google Analytics, Yoast SEO, Core Web Vitals, CDN Configuration, Caching, Image Compression

Hosting, Tools & Soft Skills: cPanel, WHM, FTP, File Manager, phpMyAdmin, DNS Management, SSL Configuration, Database Optimization, Backup Management, Figma, Trello, Leadership, Communication, Team Collaboration, Problem Solving, Time Management, Project Coordination, Adaptability, Attention to Detail, Organization

Languages

Arabic – Native

English – Professional Working Proficiency

Projects

- **WooCommerce E-commerce Store:** Developed an online store with 300+ products, payment gateway integration, shipping configuration, product variations, advanced filters, checkout customization, SEO, and performance optimization.
- **Salla and Zid Stores:** Managed and optimized 10+ Salla and Zid stores, including product uploading, category management, inventory updates, pricing updates, payment setup, shipping setup, coupons, SEO, banners, and promotional campaigns.
- **Corporate Website:** Delivered a 20+ page responsive corporate website with multilingual support, custom WordPress sections, technical SEO, CDN configuration, image optimization, caching, and fast-loading performance.