

MOHAMED RASHED

Senior Web Developer | WordPress Specialist | CTO | SEO Optimization | Digital Marketing

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Summary

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.

Experience

Business Tailor Agency

Dubai, United Arab Emirates

CTO | Web Developer

2024 - 2025

- 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
- Also served as CTO, overseeing all technical operations including website development, advertising campaigns (Meta, Google, YouTube, TikTok, and Snapchat), graphics and content teams management, and ensuring smooth collaboration across all departments to deliver integrated marketing and digital solutions

HMEMG

United States

CTO | Web Developer

2023 - 2025

- 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

Bids Line Technology

Alexandria, Egypt

SeniorWordPressDeveloper +8 Projects

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

Alexandria, Egypt

Web Developer

2023

- 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

Alexandria, Egypt

Digital DepartmentAdministrator

2021 - 2022

- Increased annual revenue by optimizing global supply chain operations for client
- Increased user engagement by creating a responsive website using the Bootstrap framework
- Customized PHP script and developed it into a complete ERP system
- Create Meta Ads Campaigns and collect leads for sales teams

Self-employed

Alexandria, Egypt

MultipleWebsiteProject Freelance WordPress Specialist

2021 - Present

- Completed 70+ 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
- Also served as CTO, overseeing all technical operations including website development, advertising campaigns (Meta, Google, YouTube, TikTok, and Snapchat), graphics and content teams management, and ensuring smooth collaboration across all departments to deliver integrated marketing and digital solutions

Strengths

Web Development Skills

Proficient in WordPress development and front-end technologies

Digital Marketing Skills

Proficient in SEO, social media marketing, content strategy, and data-driven campaign optimization.

UI/UX Design Skills

Proficient in user research, wireframing, prototyping, and creating intuitive, user-centered designs using Figma and Adobe XD.

Education

The Alexandria Academy

Alexandria, Egypt

Bachelor of Management Information System

2016 - 2020

Languages

English Proficient ●●●●●

Arabic Native ●●●●●

Skills

- PHP
 - HTML
 - CSS
 - WordPress
- Server side
 - MySQL
 - Figma
- Shopify
 - web flow
 - flutter flow
- Adobe XD
 - Spark AR
 - SEO