

Amr Rashad

Senior Web Developer

www.amrrashad.com

Email: Amrrelraay@gmail.com

Address: Egypt, Cairo

Phone: +201090-377-606

About

With over 6 years of experience in the web development field, I bring a well-rounded skill set that combines technical expertise, creative design, and problem-solving. I specialize in managing web projects from concept to launch, starting with direct client communication to gather requirements, creating functional prototypes, collaborating with development teams, and delivering high-quality, user-focused web applications.

I have solid experience working with all major Content Management Systems (CMS) including WordPress, Webflow, Shopify, and Wix, along with expertise in API integration. I also possess strong technical knowledge in PHP, JavaScript, HTML/CSS, and building fully responsive websites that perform smoothly across devices.

In addition, I have a strong background in UI/UX design, using tools like Adobe Photoshop, Illustrator, and Figma. I'm highly capable of converting Figma designs into responsive, optimized web applications with a focus on both functionality and aesthetics.

I also bring hands-on experience with SEO tools, website security best practices, and quality testing, ensuring the final product is secure, fast, and search engine optimized.

I aspire to learn, grow knowledge with a global team.

Experience

ARTOYA

Senior WordPress Developer - full time

Aug 2023 - Jan 2025

Egypt

- Responsible for communicating directly with customers.
- Responsible for implementing projects whether through content management systems such as (WordPress, Salla, Zid, Drupal, Shopify) or if the project is private codes.
- Responsible for technical support for customers.
- Responsible for the company's main website.
- Optimizing websites with search engines.

The Plus Development

Senior WordPress Developer - part time

Dec 2022 - Aug 2023

Egypt

My primary responsibility develops custom WordPress themes and edit plugins to meet unique client requirements, ensuring clean, efficient, and scalable code.

- Optimizing website speed, performance, and security by implementing best practices in caching, database optimization, and vulnerability assessments.

- Dealing with codes if necessary, such as HTML, CSS, JavaScript, and PHP.
- Integrating third-party APIs and services to extend website functionality, including payment gateways, social media platforms, and CRM systems.
- Conducting regular code reviews and mentoring junior developers to maintain high standards of code quality and foster a culture of continuous improvement.
- Implementing SEO best practices to enhance website visibility and search engine rankings, including structured data, meta tags, and keyword optimization.
- Managing multiple projects simultaneously, ensuring all deliverables were met on time, within budget, and to the client's satisfaction.

Mocuba Platform

CEO

Sep 2021 - Dec 2022

Saudi Arabia

I have been responsible for the strategic direction, growth, and overall management of the Platform. My role involves developing and executing business strategies to achieve Platform goals and objectives, driving revenue growth, and ensuring the delivery of high-quality digital services. I oversee all aspects of the business, including operations, sales, marketing, and client relations, while leading a multidisciplinary team to deliver innovative solutions in web development, e-commerce, mobile applications, and digital marketing.

I have successfully expanded the agency's client base, forged strategic partnerships, and enhanced the Platform's market presence. My leadership focuses on fostering a collaborative and agile work environment, optimizing operational efficiency, and implementing best practices in customer service. I am dedicated to staying ahead of industry trends, embracing new technologies, and continuously improving service offerings to meet client needs and maintain a competitive edge.

Digitised

Senior Web Manager – full time

Jan 2020 – Sep 2021

Dubai

Key Responsibilities: create the company's website from concept to launch, utilizing WordPress to create a responsive, visually appealing, and efficient site that meets business goals.

Managed the website's content, design, and technical aspects, ensuring optimal performance, security, and user experience.

Oversaw all aspects of website maintenance, updates, and troubleshooting, ensuring continuous and seamless online operations.

Coordinated with team members and external vendors to integrate additional features and functionalities, enhancing the website's capabilities.

Responsible for the creation or development of our customer sites, whether special codes or through various CMS such as WordPress or others.

Successful Projects:

Developed and executed a unique project focused on documenting the works of actors and artists. This initiative involved creating personalized websites that featured comprehensive biographies, correct data, and a complete list of works for each actor or artist. The project was highly successful and well-received by clients, significantly contributing to our company's reputation and attracting new customers.

Achievements:

Successfully launched the company's main website on time and within budget, providing a strong digital presence that supported our business operations. Implemented innovative web solutions that not only enhanced user experience but also improved search engine visibility, leading to increased site traffic and client engagement. Earned recognition for delivering exceptional projects that met and exceeded client expectations, strengthening our market position.

Systems Rules

Jan 2019 – Jan 2020

Web Designer – full time

Saudi Arabia

- I was responsible for a lot of things in this company and I learned a lot there .
- I was responsible for the creation of the website, whether through codes or through other systems such as WordPress, Salla, Zid, Shopify, and OpenCart.
- I was responsible for managing the WHMCS control panel to monitor sites, space consumption rates, server processor, and the date of renewal of domains and hosting.
- Responsible for customer service and responding to them, whether new customers or customers who need help.
- Responsible for the technical support of customers in terms of the website in databases, site files or anything else, or in terms of electronic emails on the server.
- Responsible for activating and linking domains to the appropriate package this for each client.
- Responsible for monitoring the performance of advertising campaigns on Google, analyzing keywords, and managing the campaign fully.

Achievements:

I have developed and increased the percentage of its sales five times, in addition to the percentage of errors or complaints not exceeding 1%.

Smart Business World

Jan 2018 – Jan 2019

Web Designer – full time

Saudi Arabia

Responsibilities: create, developed, and maintained the company's website, ensuring it was visually appealing, functional, and optimized for search engines.

- Created graphic designs for security cameras using Photoshop, which were utilized on the website and in social media posts to enhance brand visibility and engagement.
- Managed and executed online advertising campaigns on Google and Instagram, focusing on increasing brand awareness, driving traffic to the website, and boosting product sales.

- Regularly updated the website's content and design to reflect the latest products, promotions, and company information, ensuring a fresh and engaging user experience.
- Collaborated with the marketing team to develop strategies for online promotions and advertising, aligning design and content with the company's branding and marketing objectives.

Achievements:

Successfully developed a professional and user-friendly website that significantly improved the company's online presence and customer engagement.

Increased brand visibility through effective graphic designs and targeted social media posts, leading to a stronger connection with the audience and increased followership.

Successfully managed and optimized advertising campaigns, resulting in increased website traffic and a boost in sales of surveillance camera products.

Contributed to the company's growth by presenting it to the public in a professional manner, enhancing its reputation, and driving sales.

Key Skills

- WordPress
 - Webflow
 - CMS
 - MySQL
 - HTML
 - CSS
 - SASS
 - Tailwind
 - JavaScript
 - Bootstrap
 - jQuery
 - Media Query
 - PHP
 - Git
 - GitHub
 - UI-UX
-

Technical Skills

- SEO Tools (Google search console, Ahrefs, google analytics, Page speed insights, Keyword Planner, Google Tag Manager)

- API Integration
 - Adobe Creative Suite
 - Figma
 - Researching
 - Google Ads
 - WHMCS
 - WHM
 - cPanel
 - PhpMyAdmin
 - Slack
 - Asana
 - Google Systems (Google Sheets, Google Docs, Tag Manager)
 - Programs (Brackets, Visual Studio Code, Apache, Word, Excel, PowerPoint, TeamViewer)
-

Personal Skills

- Problem Solving
 - Leadership
 - Communication
 - Teamwork
 - Flexibility
 - Organized
 - Self-study
 - Adaptability and Continues Learning
-

Languages Skills

Arabic: Mother Tongue

English: Fluent

Education

Bachelor's degree graduate

At Delta Academy for computing
and information system

2012 - 2016