

Abd Al-Rahman EZZ

WordPress Web Developer

(Custom Theme/WooCommerce/Front End Developer)

Personal Details

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About Me

My work goes beyond just writing code; it's about delivering functional, visually engaging solutions that adapt to the ever-changing digital landscape. My work reflects my passion, creativity, and technical expertise.

Professional Summary

WordPress Web Developer with experience in custom theme development, plugin customization, WooCommerce integration, API connections, SEO optimization, frontend development, and performance enhancement. I am skilled in building responsive, scalable websites using Elementor, WPBakery, and Oxygen Builder. Strong background in improving Core Web Vitals, page load speed, and conversion rates across diverse sectors including real estate, medical, and corporate industries.

Technical Skills

- WordPress (Custom Themes, Custom Plugins, Hooks & Filters)
- WooCommerce Development
- API Integration (REST APIs)
- Front end - JavaScript - HTML5 - CSS3

- Divi - Elementor – WPBakery – Oxygen Builder
- Responsive Design & Cross-Browser Compatibility
- SEO Optimization (Technical & On-Page)
- Speed Optimization (Core Web Vitals, Caching, Minification)
- Git – Version Control

Technical Skills

- Team Leadership
- Problem Solving
- Communication
- Time Management
- Client Handling

Education

- Bachelor's degree in management information systems, Giza Higher Institute for Managerial Sciences (2021)
- Full-stack Web Development, Route Academy (2023 – Current)

Work Experience

- Senior WordPress Developer, Be Group (July 2025 – Current)
- Web Development Consultant (Part-time), Consult Masaar (November 2024 – Current)
- Web Development Lead (Part-time), Umami Learning (September 2024 – June 2025)
- Mid-Senior Web Developer, Be Group (December 2022 – November 2024)
- Junior Web Developer, Be Group (December 2020 – November 2022)

Key Achievements

- Optimized website performance from 40% → 90% achieving high Core Web Vitals scores.
- Developed 25+ responsive WordPress websites across real estate, medical, and corporate clients.
- Implemented WooCommerce improvements increasing conversion rates by 30–40%.
- Reduced page load time by up to 60% using caching, image compression, and code minification.
- Led a development team delivering multiple high-traffic websites under strict deadlines.

Portfolio Highlights

- [Dream Town Real Estate Development](#)
- [Rahem](#)
- [MRS Development](#)
- [AL-MOUSSA Real Estate](#)
- [MARDEV development](#)
- [VALUE MAKERS](#)
- [Flow Dental Clinic](#)
- [Metal U](#)
- [Nour Al-Haya Eye Center](#)
- [Be GROUP](#)
- [UMAMI E-learning Solutions](#)
- [Dr. Ahmed Saeed](#)
- [Flow Moto](#)
- [Dr. Mohamed Ramzy](#)
- [ElTawkol](#)
- [Dr. Osama Okasha](#)
- [Meamar Group](#)
- [Lale Group](#)