

Abanoub Eid Yakoub Khalil

WordPress & Webflow Developer

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CAREER SUMMARY

With 5 years of experience in web development specializing in WordPress and Webflow, I combine front-end expertise and UX-focused thinking to deliver clean, high-performing web solutions. I have engineered and optimized custom themes, integrated advanced CMS structures, and collaborated with cross-functional teams to build dynamic websites across diverse industries. My goal is to develop scalable, responsive platforms that meet business objectives and enhance user experience.

WORK EXPERIENCE

Senior WordPress & Webflow Developer Fulltime | **InVitro Capital** 10-2024 to Present

InVitro Capital oversees multiple in-house ventures including AllCare.ai, AllRx.ai, LA Electricians, and Osta. I am responsible for developing, maintaining, and optimizing their websites built on both WordPress and Webflow.

Projects: [[InVitrocapital.com](#) | [AllCare.ai](#) | [AllRx.ai](#) | [Electricians-la.com](#) | [Curenta.com](#)]

Projects process:

- Engineered responsive websites using WordPress and Webflow, ensuring scalability and performance.
- Integrated custom features, CMS structures, and reusable Webflow components across all brands.
- Collaborated with internal design and marketing teams to align website architecture with brand goals.
- Optimized SEO performance and enhanced user experiences for multi-brand platforms.
- Provided continuous maintenance, testing, and performance monitoring for all live websites.

Webflow Developer Part-time job | **Meezy** [[Meezy.eu](#)] 07-2024 to 04-2025

Projects process:

- Restructured the company website by replacing an outdated template with a modern Webflow architecture.
- Engineered reusable components and optimized CMS collections to streamline content updates.
- Enhanced site performance, reducing load times and improving Core Web Vitals.
- Collaborated closely with marketing and design teams to align new page designs with brand vision.
- Standardized design systems to ensure visual consistency and ease of scalability.

Senior WordPress Developer Part-time job | **Marketex** 06-2024 to 09-2024

Projects: [[Twe.co](#) | [numinoushealth.com](#) | [41bistro.com](#) | [Ipromise.marketexdev.com](#)]

Projects process:

- Developed custom themes from Figma designs using Elementor and PHP.
- Built dynamic ACF-based structures including custom post types, taxonomies, and fields.
- Optimized and maintained existing websites to meet client requirements.

Full-stack WordPress Developer | **Indigo Media Me** 11-2023 to 06-2024

Projects: [[energyefficientmotors.com](#) | [beltoneholding.com](#) | [asfourcrystal.com](#) | [businessforwardauc.com](#)]

Projects process:

- Built - Engineered custom PHP shortcodes and functions to display dynamic content.
- Extended the Ultimate Member plugin with CRUD features for project portfolios.
- Diagnosed and resolved frontend/backend issues, producing QA documentation.
- Contributed to Git repositories for collaborative WordPress deployments.

Senior WordPress Developer | **Orthoplex Solutions** 03-2023 to 08-2023

Projects: [[Relationshiptherapycentre.com](#) | [Bemmadesign.com](#) | [Rosedaletennis.ca](#) | [Pccnet.ca](#) | [Tobby.co](#)]

Webflow: [Kaiilab.com | awkwardads.com | obourplast.com | rainman.co | tayfegypt.com]

WordPress: [cutmethane.eu | umami-learning.com | wedsup.staging-kaiilab.com | forumforag.com]

Projects process:

- Collaborated with UI/UX designers to translate user flows into interactive prototypes.
- Architected CMS systems using custom fields and global style guides.
- Integrated server-side features to support dynamic content.
- Conducted QA reviews and client training for smooth handovers.

-Built and maintained responsive WordPress websites. Optimized SEO and user experience to enhance visibility and conversions.

-Developed a fully responsive travel platform integrating dynamic tour listings and booking forms.

Projects: [marvelousegypttravel.com]

Assisted in building and deploying client websites and performing regular maintenance tasks.

Projects: [deglacenter.com]

Freelance Projects:

innovety.com | mlakAlsayyad.com | mazeed.com | Genova-eg.store | morcosMachinery.com | rutyLounge.com | oso-Blanco.com | gizmoPros.com | hotAirBalloonEgypt.com | weeOutdoorDesigns.com | 4level1.com | baitna.health | senyarTourism.com |

EDUCATION

2025 - B.Sc. Faculty of Commerce, Ain Shams University. Department: Accounting and finance.

SKILLS

Tech skills: WordPress - Webflow - Unbounce - Umbraco CMS - Relume – Lumos – Finsweet - Notion - HTML5 - CSS3 - JavaScript - PHP - MySQL - Git/GitHub - Trello – Slack – Click Up - Bitrix - Figma – XD Design – Invision.

Language Skills

Arabic (Native). English (Intermediate).

COURSES

Full-Stack PHP web development Course – Route Academy | September 2019 – April 2020.

Webflow 101 crash course – CMS and dynamic content, Webflow Ecommerce | September 2019 – April 2020.

Become a WordPress Developer: Unlocking Power With Code | May 2022 – June 2022 .

The Complete JavaScript Course 2022: From Zero to Expert | March 2025 – Present.