

ABANOUB EID YAKOUB KHALIL

Senior WordPress & Webflow Developer

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PROFESSIONAL SUMMARY

Versatile Senior WordPress & Webflow Developer with 5+ years of experience delivering scalable, high-performance, SEO-optimized websites across both platforms. Expert in custom WordPress theme and plugin development (PHP, ACF, Elementor, JetEngine, WooCommerce) and Webflow CMS architecture (Relume, Finsweet, dynamic components, CMS collections). Proven track record managing simultaneous multi-brand builds, translating Figma designs to pixel-perfect results, and optimizing Core Web Vitals for measurable business impact. Skilled in Git/GitHub, REST API integrations, and AI-assisted development workflows (Cursor AI). Equally effective in agency, in-house, and remote environments.

CORE COMPETENCIES

WordPress: Custom Themes & Plugins • PHP / MySQL • ACF / ACF Pro • Elementor Pro • JetEngine • Gutenberg • Divi • WooCommerce • REST API • Custom Post Types • Ultimate Member

Webflow: CMS Collections • Reusable Components • Relume • Finsweet • Lumos • Dynamic Interactions • Webflow Ecommerce • Figma-to-Webflow • Global Design Systems

Frontend & Tools: HTML5 • CSS3 • JavaScript (ES6+) • Figma • Adobe XD • Git / GitHub • Cursor AI • SEMrush • SEO Auditing • Ims.txt / AI Indexing • Unbounce • Umbraco CMS • Core Web Vitals • Trello • Slack • ClickUp • Notion • Bitrix

PROFESSIONAL EXPERIENCE

Senior WordPress & Webflow Developer — InVitro Capital

Oct 2024 – Present

Full-time · Cairo, Egypt | InVitroCapital.com • AllCare.ai • AllRx.ai • Electricians-la.com

- Engineered and maintained WordPress and Webflow sites for 4 in-house ventures simultaneously, ensuring scalability, performance, and 99.9% uptime.
- Built standardized reusable Webflow component libraries and ACF field groups, cutting content update time by ~40% for marketing teams.
- Implemented structured data, on-page SEO, and Core Web Vitals optimizations across all multi-brand platforms. Collaborated with cross-functional design and marketing teams to align site architecture with brand and product roadmaps.
- Established automated performance monitoring and regression-testing workflows for all live sites.
- Conducted full SEO audits using SEMrush across InVitro Capital and AllCare.ai websites — identifying and resolving technical issues including crawl errors, broken links, duplicate content, and Core Web Vitals failures to measurably improve search rankings.
- Implemented Ims.txt files across company websites to structure and expose content for AI language model indexing, improving discoverability in AI-powered search tools such as ChatGPT and Claude.

Senior Webflow Developer — Meezy

Jul 2024 – Apr 2025

Part-time · Remote | meezy.eu

- Led a complete Webflow site overhaul, replacing a legacy template with a modern scalable architecture using custom component systems.
- Optimized Core Web Vitals (LCP, CLS, FID) via asset and CMS query improvements, significantly reducing load times.

Senior WordPress Developer — Marketex

Jun 2024 – Sep 2024

Part-time | Twe.co • numinoushealth.com • 41bistro.com • ipromise.marketexdev.com

- Developed pixel-perfect custom WordPress themes from Figma using Elementor Pro and PHP; all builds passed QA on first submission. Architected dynamic ACF-based structures with custom post types, relational taxonomies, and repeater fields.

Full-Stack WordPress Developer — Indigo Media

Nov 2023 – Jun 2024

Full-time | [energyefficientmotors.com](#) • [beltoneholding.com](#) • [asfourcrystal.com](#) • [businessforwardauc.com](#)

- Engineered custom PHP shortcodes and template functions for dynamic content, reducing page-builder dependency and improving load speed.
- Extended Ultimate Member plugin with custom CRUD features; produced QA documentation reducing post-launch bug reports by 60%.
- Managed Git branching for multi-developer collaborative WordPress deployments.

Senior WordPress Developer — Orthoplex Solutions

Mar 2023 – Aug 2023

[Relationshiptherapycentre.com](#) • [Bemmadesign.com](#) • [Rosedaletennis.ca](#) • [Pccnet.ca](#) • [Tobby.co](#)

- Built multiple client sites with Hello Elementor and JetEngine-powered dynamic filtering, custom post types, and advanced relational queries.

WordPress & Webflow Developer — Kaii Lab

Mar 2021 – Mar 2023

Webflow: [Kaiilab.com](#) • [awkwardads.com](#) • [obourplast.com](#) • [rainman.co](#) • [tayfegypt.com](#) | WordPress: [cutmethane.eu](#) • [umami-learning.com](#) • [forumforag.com](#)

- Built 5 Webflow and 4 WordPress client sites — established CMS architectures, interaction libraries, and global style guides for each.
- Collaborated with UI/UX designers to translate wireframes and user flows into interactive, fully functional builds on both platforms.
- Conducted QA reviews and client training sessions ensuring confident, self-sufficient post-handover management.

WordPress Developer — ZatMasr

Sep 2020 – Mar 2021

- Built and maintained responsive WordPress websites; SEO strategies improved organic visibility and conversion rates.

WordPress & Front-End Developer — Marvelous Egypt Travel

Oct 2019 – Apr 2020

[marvelousegypttravel.com](#)

- Developed a fully responsive travel booking platform with dynamic tour listings and custom booking form workflows.

Junior WordPress Developer — HosterZ.net

Dec 2018 – Sep 2019

[deglacenter.com](#)

- Built and maintained client WordPress websites; performed regular updates, deployments, and QA checks.

FREELANCE PORTFOLIO

[innovety.com](#) • [mlakAlsayyad.com](#) • [mazed.com](#) • [Genova-eg.store](#) • [morcosMachinery.com](#) • [rutyLounge.com](#) • [oso-Blanco.com](#) • [gizmoPros.com](#) • [hotAirBalloonEgypt.com](#) • [weeOutdoorDesigns.com](#) • [4level1.com](#) • [baitna.health](#) • [senyarTourism.com](#)

EDUCATION

B.Sc. in Accounting & Finance — Ain Shams University, Faculty of Commerce

2025

CERTIFICATIONS & COURSES

- Full-Stack PHP Web Development — Route Academy (Sep 2019 – Apr 2020)
- Webflow 101 Crash Course: CMS, Dynamic Content & Ecommerce (2019)
- Become a WordPress Developer: Unlocking Power With Code — Udemy (May – Jun 2022)
- The Complete JavaScript Course: From Zero to Expert — Udemy (Mar 2025 – Present)

LANGUAGES

Arabic (Native) **English** (Intermediate — actively improving)