

ABANOUB EID YAKOUB KHALIL

Senior WordPress Developer

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PROFESSIONAL SUMMARY

Results-driven Senior WordPress Developer with 5+ years of full-stack WordPress experience building custom themes, plugins, and scalable CMS architectures for agencies and enterprises. Deep expertise in PHP, ACF / ACF Pro, Elementor Pro, JetEngine, Gutenberg, WooCommerce, and REST API integration. Proven ability to translate Figma designs into pixel-perfect, SEO-optimized, high-performance WordPress sites. Skilled in Git/GitHub workflows, custom post types, dynamic content systems, and AI-assisted development (Cursor AI). Track record of delivering multi-brand platforms, reducing technical debt, and empowering non-technical teams through clean, maintainable code.

CORE COMPETENCIES

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

Frontend: HTML5 • CSS3 • JavaScript (ES6+) • jQuery • Figma • Adobe XD • Responsive Design • Cross-browser Compatibility

Tools & Workflow: Git / GitHub • FTP / SSH • Cursor AI • SEMrush • SEO Auditing • lms.txt / AI Indexing • Core Web Vitals • Google PageSpeed • Trello • Slack • ClickUp • Notion • Bitrix

PROFESSIONAL EXPERIENCE

Senior WordPress & Webflow Developer — InVitro Capital

Oct 2024 – Present

Full-time · Cairo, Egypt | [InVitroCapital.com](https://www.invitrocapital.com) • [AllCare.ai](https://www.allcare.ai) • [AllRx.ai](https://www.allrx.ai) • [Electricians-la.com](https://www.electricians-la.com)

- Engineered and maintained custom WordPress sites for 4 in-house ventures simultaneously, ensuring scalability, performance, and 99.9% uptime.
- Built reusable plugin-based component systems and ACF field groups that cut content management time by ~40% for non-technical marketing teams.
- Implemented structured data markup, on-page SEO best practices, and Core Web Vitals optimizations across all brand sites.
- Collaborated with design and marketing teams to align WordPress architecture with evolving brand and product requirements.
- Established performance monitoring and regression-testing workflows to ensure stability across all live WordPress deployments.
- 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 page speed bottlenecks to measurably improve search rankings.
- Implemented lms.txt files across company websites to structure and expose site content for AI language model indexing, improving discoverability in AI-powered search tools such as ChatGPT and Claude.

Senior WordPress Developer — Marketex

Jun 2024 – Sep 2024

Part-time | [Twe.co](https://www.twe.co) • [numinoushealth.com](https://www.numinoushealth.com) • [41bistro.com](https://www.41bistro.com) • [ipromise.marketexdev.com](https://www.ipromise.marketexdev.com)

- Developed fully custom WordPress themes from Figma designs using Elementor Pro and PHP, delivering pixel-perfect builds on schedule.
- Architected complex ACF-based data structures: custom post types, relational taxonomies, and repeater fields for dynamic content models.
- Ensured full cross-browser and mobile compatibility; all deliverables passed QA review on first submission.

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 to render dynamic data, reducing page-builder dependency and improving load speed.
- Extended Ultimate Member plugin with bespoke CRUD features for client-managed project portfolios.
- Produced comprehensive QA documentation; diagnosed and resolved frontend/backend issues, cutting post-launch bug reports by 60%.
- Managed Git branching strategies for multi-developer collaborative WordPress deployments.

Senior WordPress Developer — Orthoplex Solutions

Mar 2023 – Aug 2023

[Relationshiptherapycentre.com](https://relationshiptherapycentre.com) • Bemmadesign.com • Rosedaletennis.ca • Pccnet.ca • Tobby.co

- Built and managed multiple client WordPress sites using Hello Elementor theme with JetEngine-powered dynamic filtering, search, and custom post type structures.
- Configured advanced JetEngine relationship and query modules for complex data-driven page templates.

WordPress & Webflow Developer — Kaii Lab

Mar 2021 – Mar 2023

WordPress: cutmethane.eu • umami-learning.com • wedsup.staging-kailab.com • forumforag.com

- Translated UI/UX wireframes into fully functional WordPress sites with custom fields, global style guides, and reusable template parts.
- Architected scalable CMS systems integrating server-side features for dynamic content delivery.
- Conducted QA reviews and delivered client training sessions for smooth, self-sufficient handovers.

WordPress Developer — ZatMasr

Sep 2020 – Mar 2021

- Built and maintained responsive WordPress websites; implemented SEO strategies that improved organic visibility and increased 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 listing pages and custom booking form integrations.

Junior WordPress Developer — HosterZ.net

Dec 2018 – Sep 2019

deglacenter.com

- Assisted in building, deploying, and maintaining client WordPress websites; performed regular updates and QA checks.

FREELANCE PORTFOLIO

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

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)
- The Complete JavaScript Course: From Zero to Expert — Udemy (Mar 2025 – Dec 2026)
- Webflow 101 Crash Course: CMS, Dynamic Content & Ecommerce (2019)

LANGUAGES

Arabic (Native) English (Intermediate — actively improving)