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Top Skills

PSD to Wordpress
Wordpress Development
PHP Frameworks

Certifications

Linux Enterprise Professional
Certification (LPIC-3)
Wordpress specialist
Google Certifications
Microsoft Office 365
Google Ads Search Certification

Mohamed Adel

Wordpress SEO Specialist - Website support
Cairo, Egypt

Summary

Are you seeking a seasoned professional to enhance your online presence and skyrocket your digital success? Look no further. I'm a WordPress specialist with a deep-rooted passion for SEO, dedicated to empowering businesses to thrive in the digital landscape. With a strong foundation in WordPress development and customization, coupled with a strategic approach to SEO, I bring a wealth of expertise to every project. My mission is simple: to help businesses harness the full potential of their websites and outrank the competition.

Here's what I bring to the table:

WordPress Wizardry: From building stunning websites to optimizing existing ones, I leverage the full power of WordPress to create engaging user experiences that captivate audiences and drive conversions.

SEO Savvy: I understand the intricacies of search engine algorithms and know what it takes to climb the ranks. By conducting comprehensive keyword research, optimizing on-page elements, and implementing effective link-building strategies, I ensure maximum visibility and traffic for your website.

Innovative Solutions: I stay ahead of the curve by keeping up with the latest trends and technologies in web development and SEO. Whether it's implementing schema markup for rich snippets or optimizing for voice search, I'm always exploring new ways to elevate your online presence.

Results-Driven Approach: I believe in measurable results. By leveraging data analytics and performance tracking tools, I continuously monitor and optimize your website to achieve tangible outcomes, whether it's increased organic traffic, higher conversion rates, or improved search rankings.

Let's collaborate to turn your website into a powerful asset that drives growth and achieves your business objectives. Whether you're a startup looking to make a splash or an established brand aiming to dominate your industry, I'm here to help you succeed in the digital realm.

Ready to take your online presence to the next level? Let's connect and discuss how we can make it happen!

www.xeroot.com

Experience

Metacodya Software and Digital Solutions

Technical Specialist

May 2024 - Present (6 months)

Cairo, Egypt

Manage web hosting servers and testing

XCELTRA

Web Marketing Specialist

April 2021 - April 2024 (3 years 1 month)

Cairo, Egypt

Work with WordPress CMS.

- Responsible for full website management, such as designing, site maintenance, installing website updates, and fixing bugs.
- Design creative, customized, and genuine Branding Material for Web, interactive media, and printing Projects.
- Create user-friendly, creative designs for both Web and Mobile Applications based on requirements analysis.
- Cooperate and Work closely with developers to make sure designs are correctly implemented.
- Content management software to be able to communicate the brand of the organization effectively.
- Designing other digital marketing materials like E-shots, Facebook posts, web banners, logo, etc.
- Prepare marketing material (profile, flyer, business cards, letterheads, events graphs, recruitment posters, etc).
- Build presentations at the PowerPoint professional level.

- > Work on Adobe Suite – Photoshop, Illustrator, InDesign.
- > Identify UI/UX problems and recommend effective solutions.
- > E-Marketing by MailChimp.
- > Rebranding Datasheet for products.

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Search Engine Optimization Specialist

March 2019 - 2021 (2 years)

Cairo, Egypt

WordPress SEO

- > Meta Tag Creation
- > Header Tags
- > Page Speed Optimization
- > Creation and registration of optimized XML sitemap
- > Analytics and Webmaster Tools Installation
- > Installation of all-in-one Yoast plug-in
- > Optimization of robots.txt and Google bot crawls
- > Hyperlink and anchor text optimization
- > Alt Tag Optimization added to images
- > Check Site for WC3 Errors
- > 301 Redirects
- > Custom 404 error page set up
- > Schema HTML tags
- > Web analysis
- > Optimization for Mobile devices

Icodemedia

Web Specialist

2017 - 2019 (2 years)

Cairo, Egypt

WordPress developer

- > Content strategy and development
- > Content management systems (CMS)
- > SEO ARABIC CONTENT
- > Copywriting and editing
- > Analytics and Reporting
- > Strong attention to detail
- > Excellent written and verbal communication by Arabic
- > New website contents

Mhgoz

Customer Service Specialist

2016 - 2017 (1 year)

Cairo, Egypt

Customer service for clients.

- Replay client on ticketing system.
- Help Support knowledge.
- Install/update php scripts
- WordPress Support

Future Way

Website Administrator

2013 - 2016 (3 years)

Cairo, Egypt

Establishing and guiding the website's architecture.

- Ensuring high performance and availability, and managing all technical aspects of the CMS.
- Helping formulate an effective, responsive design and turning it into a working theme and plugin.
- Test and document software for websites.
- Install/Update plugins and themes.
- Work with designers and content producers.
- Write, modify, and debug software for websites.
- Web Hosting support.

MH Sites

Technical Support Specialist

2005 - 2013 (8 years)

Cairo, Egypt

Technical support for clients.

- Technical support by phone and remote support.
- Technical support on the ticketing system.
- Technical support on LiveChat.
- Software updates and configuration on Linux servers.
- Software and install on windows server 2008.
- Manage whm/cpanel and dot net panel hosting controls
- troubleshooting Outlook (all versions).
- Managing hosting control panel (Whm/cpanel - hsphere - pleask - helm . . .) .
- Install/updates php scripts. (phpbb forums - vbulletin - whmcs - wordpress - nuke - joomla - and more

php scripts).

- Teach clients how to manage my company programming.
- Make help support knowledge.
- Configured, maintained and managed a large number of client servers and web sites

Education

Marketing Mini MBA

Executive MBA, Marketing/Marketing Management, General · (2024)

Information Technology Institute (ITI)

Bachelor's degree, Business, Management, Marketing, and Related Support Services

New Cairo Academy

Associate's degree, Information Technology