

Muhammed Abdel-Ra'ouf

WordPress Developer

Cairo, Egypt | 01111653752 | mohamedraouf27@gmail.com | [My Portfolio](#)

Professional Summary

Senior WordPress Developer with 3+ years of experience building and customizing professional websites and eCommerce platforms. Skilled in WooCommerce, Next.js, Shopify, Salla, and Zid, with hands-on expertise in PHP, JavaScript, and CSS. Proven ability to deliver fast, scalable, and user-focused web solutions for diverse clients across multiple industries.

Professional Experience

Senior WordPress Developer — AWstreams, Cairo

January 2025 – Present

- Build and customize WordPress websites and WooCommerce stores tailored to client branding and business requirements.
- Develop custom plugins and features to extend WordPress functionality beyond standard capabilities.
- Implement advanced front-end and back-end customizations using PHP, JavaScript, and CSS.
- Optimize website performance and ensure responsive design across all devices and browsers.
- Develop modern web applications using Next.js, leveraging server-side rendering and API integration for enhanced speed and SEO.

Web Developer — Targetlines, Cairo

December 2022 – January 2025

- Developed and maintained professional WordPress websites for multiple clients, focusing on responsive design, performance, and SEO best practices.
- Built and customized WooCommerce stores, including product pages, checkout flows, and third-party API integrations (payment gateways, shipping providers).
- Designed and launched eCommerce websites on the Zid and Salla platforms, customizing themes to match client branding.
- Built and managed Shopify stores, customizing themes and integrating third-party apps to enhance usability and performance.
- Created a modern web application using Next.js, implementing server-side rendering and API integration for improved speed and SEO.
- Collaborated with designers and project managers to deliver high-quality, user-friendly websites on time and within scope.

Technical Skills

CMS & eCommerce: WordPress, WooCommerce, Shopify, Salla, Zid

Frontend: HTML, CSS, JavaScript, Next.js

Backend: PHP, REST APIs, Payment Gateway Integration, Prisma

Other: Custom Plugin Development, Theme Customization, SEO Optimization, Responsive Design

Education

Bachelor of Science — Ain Shams University, Cairo

June 2016