

# Hager Khaled

## WordPress & Shopify E-commerce Developer

### Contact

☎ +971 56 833 1980

✉ hagersahm9@gmail.com

**in** <https://www.linkedin.com/in/hager-khaled-78754821a/>

📍 UnitedArabEmirates, AbuDhabi

### Summary

WordPress, Shopify & Salla Developer with 5+ years of experience building and managing complete web ecosystems for multi-brand corporate groups across the UAE and Egypt. Built the entire web presence of Taaeen Group (5 subsidiaries) from scratch, handling architecture, development, launch, and ongoing operations. Skilled in end-to-end website delivery, landing page optimization, Zoho reporting, Elementor, WooCommerce, Yoast SEO, and cPanel.

### Professional Experience

#### Web Developer

##### **Taaeen Group (Abu Dhabi, UAE)** (Mar 2025 – Present)

- Taaeen Group is an ISO-certified group comprising multiple subsidiaries: Taaeen, Skills Plus, TFS Plus, Setup Plus, and AI Plus. Built and managed the entire web presence of the group from scratch, solely responsible for all web and digital operations across all companies.
- Built all group websites from scratch (Taaeen, Skills Plus, TFS Plus, Setup Plus, AI Plus), covering architecture, design, development, and launch for each brand independently.
- Managed and maintained all websites post-launch, handling content updates, performance improvements, and technical support across all subsidiaries.
- Designed and launched responsive landing pages to support marketing campaigns and increase conversion rates across multiple business units.

- Built and maintained custom Zoho dashboards to track leads performance and prepared detailed monthly reports for management review.
- Optimized website speed and Core Web Vitals across all group websites using Elementor, Yoast SEO, and cPanel, ensuring high performance and consistent user experience.
- Ensured full compliance with ISO quality standards across all web operations and documentation.

## WordPress Developer

### **Tradex** (Mar 2025 – Feb 2026)

- Developed the company's main WordPress website from scratch, covering design, structure, and full front-end implementation.
- Built and optimized dedicated landing pages for vehicle listings and promotional sales campaigns.
- Delivered ongoing website maintenance, content updates, and technical enhancements to ensure uptime and performance.
- Improved website responsiveness and page load speed across all device types.

## Full-Stack Web Developer

### **SEO For All (Digital Marketing Agency)** (Jan 2021 – Feb 2024)

- Web developer at a full-service digital marketing agency handled all web-related tasks end-to-end, from initial hosting purchase through to final client delivery. Transitioned to Tradex Cars (part-time concurrent) from Mar 2024.
- Developed and launched all types of client websites, e-commerce stores, corporate websites, and marketing landing pages using WordPress, Shopify, and Salla.
- Managed the full website lifecycle: domain registration, hosting purchase, server setup, configuration, and final client handover.
- Built backend systems and dynamic web applications using PHP and Laravel; developed responsive front-end interfaces with HTML5, CSS3, JavaScript, and Bootstrap.
- Provided complete website maintenance, performance improvements, and continuous technical support for the agency's full client base.

## WordPress Developer

### Part-Time (Multiple Agencies) (2020 – 2024)

- **NeuroTech** (Jan 2023 – Dec 2024)
- **Trendk Agency** (Jan 2022 – Dec 2023)
- **Entelaqa Agency** (Jan 2020 – Dec 2021)
  - Built and launched e-commerce and informational websites using WordPress for clients across various industries.
  - Designed responsive landing pages with integrated SEO best practices to support digital marketing campaigns.
  - Managed website content, layouts, and updates while providing continuous technical support across all client accounts.

## Core Skills

- **CMS Platforms** : WordPress - Shopify - Salla
- **WordPress Tools** : Elementor - WooCommerce - Yoast SEO - cPanel / WHM
- **Back-End**: PHP - Laravel - MySQL
- **Front-End** : HTML5 · CSS3 · JavaScript · Bootstrap
- **Web Development** : Landing Pages - E-commerce - Responsive Design - Performance Optimization
- **Reporting Tools**: Zoho Dashboards · Monthly Leads Reports
- **DevOps & Tools** : Git - GitHub - Domain & Hosting Management - Technical Support

# Courses

- Backend Development: PHP & Laravel — Digital Egypt Pioneers Initiative (DEPI) - 2023
- Backend Development: PHP & Laravel — Eraasoft LMS - 2022
- Front-End Development: National Telecommunication Institute (NTI) · 2021
- Front-End Development: Udemy Online Courses -2020

# Education

## Bachelor's Degree in Information Technology

Sadat Academy for Management Sciences – Faculty of Administrative Sciences

# Languages

English: Fluent

Arabic: Native