

# Hager Sahm

Front-End Developer (React) | CMS Specialist (WordPress, Shopify, Salla)

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## Summary

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Web Developer with 5+ years of experience building complete web solutions using Front-End (HTML, CSS, JavaScript, React) alongside WordPress, Shopify, and Salla. Sole developer behind the full web presence of Taaeen Group (5 subsidiaries), managing development, launch, and ongoing optimization. Experienced in creating professional PowerPoint presentations and detailed business reports for management and clients. Skilled in landing pages, performance optimization, and Zoho CRM reporting.

## Experience

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**Taaeen Group | Abu Dhabi, UAE** Oct 2025 – Present

*Web Developer*

- Built all 5 group websites (Taaeen, Skills Plus, TFS Plus, Setup Plus, AI Plus) using a combination of custom Front-End development and WordPress, handling full architecture, UI implementation, and deployment.
- Developed custom front-end interfaces and components using HTML, CSS, JavaScript, and React.
- Designed and launched responsive landing pages to support marketing campaigns and increase conversion rates across multiple business units.
- Built and maintained custom Zoho CRM dashboards to track leads performance and prepared detailed monthly management reports covering KPIs, performance trends, and actionable insights.
- Created professional PowerPoint presentations for management reviews, internal briefings, and client-facing proposals across all subsidiaries.
- Optimized website speed and Core Web Vitals across all group websites using Elementor, Yoast SEO, and cPanel.
- Ensured full compliance with ISO quality standards across all web operations and documentation.
- Managed and maintained all websites post-launch, handling content updates, performance improvements, and ongoing technical support.

**Tradex** Jan 2024 – Mar 2026

*WordPress Developer*

- 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.
- Prepared performance reports documenting website traffic, listing updates, and campaign outcomes.
- Improved website responsiveness and page load speed across all device types.
- Delivered ongoing website maintenance, content updates, and technical enhancements to ensure uptime and performance.

**SEO For All | Digital Marketing Agency** Jan 2023 – Sep 2025

*Full-Stack Web Developer*

- Developed and launched client websites using a mix of custom Front-End development and CMS platforms (WordPress, Shopify, Salla), ensuring flexibility and performance.
- Developed and launched all types of client websites, e-commerce stores, corporate websites, and marketing landing pages using WordPress, Shopify, and Salla.
- Built interactive and responsive front-end solutions using JavaScript and React, working alongside WordPress for content-driven projects.
- Managed the full website lifecycle: domain registration, hosting setup, server configuration, and final client handover.
- Built backend systems and dynamic web applications using PHP and Laravel; developed responsive interfaces with HTML5, CSS3, JavaScript, and Bootstrap.
- Prepared detailed project reports and status documentation covering timelines, deliverables, and performance metrics.

- Provided complete website maintenance, performance improvements, and continuous technical support for the agency's full client base.

**Peofree** Jan 2021 – Dec 2023

*Front-End Developer*

- Built responsive, pixel-perfect interfaces using **HTML, CSS, JavaScript, and React**.
- Converted **UI/UX designs (Figma/XD)** into clean, scalable front-end code.
- Developed reusable components and optimized performance for better UX.
- Ensured cross-browser compatibility and full responsiveness across devices.
- Integrated APIs and collaborated with back-end teams to deliver seamless user experiences.

## Core Competencies

<b>Full Website Development</b>	Custom Front-End Development + WordPress Integration
<b>Front-End Development</b>	HTML5 · CSS3 · JavaScript · Bootstrap · React.js
<b>CMS Platforms</b>	WordPress · Shopify · Salla
<b>WordPress Tools</b>	Elementor · WooCommerce · WPBakery · Divi · ACF · Beaver Builder · WP Rocket · Yoast SEO · Rank Math · Smush · UpdraftPlus · Cloudflare · Sucuri · cPanel / WHM
<b>Back-End</b>	PHP · Laravel · MySQL
<b>Presentations</b>	PowerPoint – management reviews, client pitches, campaign strategies
<b>Reporting</b>	Zoho CRM Dashboards · Monthly Performance Reports · KPI Tracking
<b>DevOps &amp; Tools</b>	Git · GitHub · Domain & Hosting Management · Technical Support

## Education

### Bachelor's Degree in Information Technology

Sadat Academy for Management Sciences – Faculty of Administrative Sciences

## Certifications & Training

- 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

## Languages

**Arabic:** Native    **English:** Fluent