

Hager Sahm

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

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PROFESSIONAL SUMMARY

Web Developer with 5+ years of experience building complete web solutions using Front-End technologies (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 IT operations and technical infrastructure management, including server configuration, system uptime, and cross-team technical support. Skilled in landing pages, performance optimization, Zoho CRM reporting, and creating professional PowerPoint presentations and business reports.

PROFESSIONAL EXPERIENCE

Taaeen Group | Abu Dhabi, UAE

Oct 2025 – Present

Web Developer

- Oversaw IT operations for the group, including internal system support, network troubleshooting, and coordinating technical requirements across departments.
- Built all 5 group websites (Taaeen, Skills Plus, TFS Plus, Setup Plus, AI Plus) using 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 lead 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

- Provided IT-related support and technical consultation to clients, including server setup, troubleshooting, and system configuration across hosted environments.
- Developed and launched client websites using custom Front-End development and CMS platforms (WordPress, Shopify, Salla), ensuring flexibility and performance.
- 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 user experience.
- Ensured cross-browser compatibility and full responsiveness across all devices.
- Integrated APIs and collaborated with back-end teams to deliver seamless user experiences.

CORE COMPETENCIES

Full Website Development: Custom Front-End + WordPress Integration

Front-End: HTML5 · CSS3 · JavaScript · Bootstrap · React.js

CMS Platforms: WordPress · Shopify · Salla

WordPress Tools: Elementor · WooCommerce · WPBakery · Divi · ACF · Beaver Builder · WP Rocket · Yoast SEO · Rank Math · Smush · UpdraftPlus · Cloudflare · Sucuri · cPanel / WHM

Back-End: PHP · Laravel · MySQL

IT Operations: Server Configuration · Network Troubleshooting · System Support · Technical Documentation

Presentations: PowerPoint — management reviews, client pitches, campaign strategies

Reporting: Zoho CRM Dashboards · Monthly Performance Reports · KPI Tracking

DevOps & Tools: 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