

Hager Sahm

Web & Digital Operations Lead | Full-Stack Developer | IT, CMS & AI Integrations

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PROFESSIONAL SUMMARY

Web & Digital Operations professional with 5+ years of experience in full-stack development, web department management, IT and server operations (cPanel/WHM), CMS management, SEO, AI integrations, CRM reporting, and digital marketing support. Currently leading and managing the digital operations of Taaeen Group — overseeing the complete digital infrastructure of 6 subsidiaries, managing the Web Development department, and aligning technical execution with marketing, operational, and executive objectives.

PROFESSIONAL EXPERIENCE

Web & Digital Operations Lead

Taaeen Group | Abu Dhabi, UAE

Oct 2025 – Present

Web Operations & IT Management

- Lead and manage the Web Development department as the primary technical owner of all websites and digital operations within the group.
- Oversee all IT operations and internal technical support — resolving technical issues and coordinating across departments.
- Manage hosting environments and servers (cPanel/WHM), monitor website performance, maintain regular backups, and ensure uptime stability across all 6 subsidiaries.
- Upload and manage critical content on websites in coordination with all internal departments across the group.
- Prepare periodic reports and monitoring dashboards that connect websites to internal departments and improve workflow and operations.
- Ensure adherence to quality standards, technical procedures, and continuous improvement of digital operations across the group.

Web Development & Ongoing Website Management

- Designed and developed all 6 subsidiary websites from scratch: Taaeen, Skills Plus, TFS Plus, Setup Plus, AI Plus, and Evento Plus.
- Execute ongoing maintenance, performance monitoring, updates, and technical improvements across all websites on a regular basis.
- Worked on CRM integrations and AI chatbot implementations for websites, integrating AI-driven solutions to enhance user experience, automation, and customer interaction across digital platforms.
- Develop UI/UX interfaces ensuring professional user experience aligned with each company's visual identity.
- Design internal website visuals and graphic elements consistent with brand identity and content requirements.
- Implement and optimize SEO strategies using Yoast SEO, Rank Math, WP Rocket, and Core Web Vitals improvements.
- Collaborate with marketing teams and media buyers to build high-converting landing pages that support campaigns and increase lead generation.

Reporting & Executive Support

- Build and manage Zoho CRM dashboards and reports for performance tracking, lead monitoring, and data analysis.
- Prepare monthly management reports covering performance, traffic, conversions, and data insights.
- Produce professional PowerPoint presentations for management meetings, executive briefings, and subsidiary proposals.

Web Project Manager & Full-Stack Developer

Startime | Saudi Arabia – Remote | Part-Time

Mar 2026 – Present

4th Saudi International Maritime Forum — Ministry of Defense

- Lead and manage the full digital project of the 4th Saudi International Maritime Forum (under the Saudi Ministry of Defense) — including the website and mobile application.
- Oversee and coordinate the development team and marketing team — managing deliverables, timelines, hosting, and overall project direction.
- Develop and manage the front-end of the forum website, handling implementation, updates, performance, and hosting management.
- Drive new feature ideas and technical decisions as the primary owner of the project's digital direction.

Startime Company — Full-Stack Development & Web Operations

- Develop and maintain Startime's company websites using full-stack technologies — covering both front-end and back-end implementation.
- Worked on CRM and Odoo integrations with websites, while developing and integrating AI-powered chatbots to enhance user experience, automate workflows, and improve customer interaction across digital platforms.
- Build and manage websites for major exhibitions and events executed by the company, ensuring performance, branding alignment, and on-time delivery.

- Coordinate with internal marketing and content teams to keep all web assets updated and aligned with business objectives.

Web & Digital Operations Specialist

Tradex Group

Jan 2024 – Mar 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.
- Managed all website operations end-to-end: from initial setup and launch through ongoing administration, content updates, and technical maintenance.
- Improved website responsiveness and page load speed across all device types.
- Prepared performance reports documenting website traffic, listing updates, and campaign outcomes.

Full-Stack Web Developer

SEO For All — Digital Marketing Agency

Jan 2023 – Sep 2025

- Managed the full website lifecycle end-to-end: from initial client onboarding and domain/hosting setup through development, launch, and final handover.
- Provided ongoing website management and administration post-handover, ensuring continuous performance, updates, and technical support across the agency's full client base.
- Developed and launched client websites using custom Front-End (HTML5, CSS3, JavaScript, React) and CMS platforms (WordPress, Shopify, Salla).
- Built backend systems and web applications using PHP and Laravel; integrated APIs for content-driven and e-commerce projects.
- Provided IT consultation to clients: server setup, troubleshooting, and system configuration across hosted environments.
- Prepared detailed project reports and status documentation covering timelines, deliverables, and performance metrics.

Front-End Developer

Peofree — Software Development Company

Jan 2021 – Dec 2023

- Built pixel-perfect responsive interfaces from Figma/XD designs using HTML5, CSS3, JavaScript, and React.
- Developed reusable component libraries; integrated APIs in collaboration with back-end teams.
- Ensured cross-browser compatibility and full responsiveness across all devices.

CORE COMPETENCIES

Web & Project Leadership: Web Department Management, Project Management, Team Leadership, Stakeholder Coordination, Process Improvement

IT Operations: Server Configuration, Network Troubleshooting, System Support, cPanel/WHM, ISO Compliance, Technical Documentation

Full-Stack Development: HTML5, CSS3, JavaScript, React.js, Bootstrap, PHP, Laravel, MySQL, Responsive Design, UI/UX Implementation

AI & Automation: AI Chatbot Implementation, CRM & Odoo Integrations, Workflow Automation

CMS & Web Platforms: WordPress, Shopify, Salla, Elementor, WooCommerce, WPBakery, Divi, ACF

SEO & Performance: Yoast SEO, Rank Math, WP Rocket, Core Web Vitals, Cloudflare, Sucuri

DevOps & Infrastructure: Git, GitHub, Domain & Hosting Management, cPanel/WHM, Server Configuration

CRM & Reporting: Zoho CRM, KPI Dashboards, Monthly Performance Reports, Data Analysis

Digital Marketing Support: Landing Pages, Campaign Support, Media Buying Coordination, Conversion Optimization

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