Nabil Mohamad

WordPress & WooCommerce Developer · Web Platform Specialist
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PROFILE

WordPress and WooCommerce developer and web platform specialist with 19+ years of experience, including technical SEO, website operations, integrations and maintenance. Delivered multilingual e-commerce and e-learning platforms (WPML, RTL, LearnDash) and websites for organisations in Europe and the Middle East.

CORE SKILLS

- WordPress, WooCommerce, Elementor Pro, LearnDash, WPML, Stripe
- Technical SEO, Core Web Vitals, LiteSpeed Cache, image optimisation
- GA4, Google Search Console, Google Tag Manager and reporting
- PHP, JavaScript, HTML, CSS, SQL; Python for automation
- Integrations through third-party APIs and workflow automation
- Hosting, VPS and website maintenance; GDPR-related technical measures

PROFESSIONAL EXPERIENCE

05/2026 – 10/2026
Digital Solutions & Automation Consultant (project-based)
Mazenprofit (client: Mazen Saleh, Hamburg) · Remote

- Led the technical solution end to end, from business-model analysis to delivery, for a subscription-based Amazon market-analysis platform.
- Carried out most of the business-model analysis, competitor research, technology evaluation and technical review.
- Designed an automated deal-intelligence system across four Amazon marketplaces, covering price differences, profitability and ROI, configurable filters and alert distribution.
- Built the subscription platform on WordPress, WooCommerce and LearnDash, including payments, membership workflows and affiliate functionality.
- Integrated third-party pricing data through an API, and implemented technical SEO, performance optimisation and GDPR-related privacy measures.
- Coordinated with external service providers on hosting, content delivery and integrations.

02/2026 – 03/2026
WordPress Developer (project-based)
Corsica (Iraq) · Remote

- Designed and built a corporate WordPress website for a design, exhibition and event-services company, from requirements to launch in six weeks.
- Built responsive sections for services, projects, team, clients and quote-request workflows.

08/2025 – 01/2026
Project Manager (contract)
DM Lines Marketing, Dubai · Remote

- Coordinated SEO, website, analytics and Google Ads delivery for a driving-school client.
- Improved monthly search impressions from 292K to 326K through coordinated technical issue resolution and reporting.

10/2024 – 11/2024
E-commerce Development Consultant (short-term)
Iwana Gross AB, Sweden · Remote

- Developed the initial B2B product catalog platform, including product structure, presentation and inquiry/order workflows without a standard online checkout.
- Responsible for initial development through delivery; no ongoing operations after launch.

01/2022 – 03/2025
SEO Manager & Web Developer
DM Lines Marketing, Dubai · Remote

- Led technical SEO, website development, content optimisation and analytics for client accounts.
- Increased organic traffic by 35% and improved loading speed through documented technical improvements.

03/2015 – 01/2017
Web Development Team Lead
ProiTS, Damascus

- Managed a development team that delivered WordPress and custom web projects using PHP, SQL, JavaScript, HTML and CSS.
- Worked directly with clients to scope requirements and manage delivery.

2018
Web Developer & IT Consultant (project-based)
Hope Spot Organization, Norway · Remote

- Designed and built the organisation's website end to end, including ongoing support and maintenance.

05/2014 – 11/2023
Consultant Web Developer (part-time)
Meshhadani International Group, Damascus

- Developed and maintained the company website, event microsites and online registration systems, with a focus on security and uptime.
- Provided technical support and advisory services to internal departments, alongside primary employment.

03/2007 – 12/2014
Co-founder & CEO
TRUST IT, Damascus

- Founded and led an IT services company of over 12 employees, responsible for development, delivery, client operations and team management.
- Started with preventive IT maintenance and technical support contracts for institutions, hospitals, embassies and private companies, including networks and servers.
- Expanded into custom software, websites, hosting and business digitalisation.
- Led the development of a clinic and patient management system, designed with domain experts and real users.
- Led the development of a digital archiving solution for a shipping company, replacing manual document-management processes.
- Managed business development, client relationships, recruitment, performance evaluation and budget proposals.

EDUCATION

2016 – 2021
Bachelor of Information Technology Engineering (Information Systems and Networks)
Syrian Virtual University · Graduation project submitted 2020; certificate dated 2021 · Grade: Good · ZAB evaluation: equivalent to a German Bachelor's degree

2011 – 2014
Higher National Diploma in Computing & Business Applications
Syrian Virtual University

2005 – 2009
Business Administration studies (coursework completed, no degree awarded)
Tishreen University

LANGUAGES

Arabic: native · English: professional working proficiency · German: B1 (TELC, 13.02.2025); currently studying towards B2

References available upon request.