RAOUL RAMMOUZ

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SCAN FOR PORTFOLIO

SUMMARY

Computer Science graduate and Cybersecurity student with 5+ years of experience in web development, digital marketing, and graphic design. Proven expertise in building and managing websites, optimizing **SEO**, and executing digital marketing campaigns. Skilled in WordPress, eCommerce development, and **UI/UX** design, with a strong focus on delivering high-quality, user-centric solutions.

EDUCATION

Master's Degree: Cybersecurity and Forensics   October 2024 - Present
ARAB OPEN UNIVERSITY

Bachelor's Degree: Computer Science   May 2021 - June 2024
AL KAFAAT UNIVERSITY

COMPUTER SKILLS

- **Web Development:** HTML, CSS, Bootstrap, JavaScript, Java, PHP, WordPress, Flutter, MySQL, Git/GitHub, **elementor/pro (wordpress),** ReactJs, MongoDB
- **Digital Marketing:** SEO, Google Ads, Google Analytics, Social Media Management, Mailchimp, ConvertKit, HubSpot
- **Graphic Design:** Adobe Illustrator, Photoshop, Figma, Canva, Designrr
- **Networking:** Router/Switch Configuration, VLAN, IPv4 Subnetting
- **Tools:** Google Search Console, Google My Business, Mailgun, Stripe, Magisk, Odin
- **Office Suite:** Microsoft Word, Excel, PowerPoint

WORK EXPERIENCE

We for Media - Senior Wordpress Developer & graphic designer   Feb 2025 - Present

Designed and developed custom WordPress plugins, such as:

- A **WooCommerce** variable-based WhatsApp button that dynamically retrieves selected **product variables**, allowing customers to initiate a WhatsApp chat with pre-filled product details for faster conversions.
- An events plugin to display the latest events with advanced pagination
- Built advanced WordPress solutions using **ACF (Advanced Custom Fields)** to create flexible, scalable, and user-friendly content management systems without requiring custom code edits.
- Created, customized, and maintained **child themes**, ensuring safe modifications and long-term scalability without affecting parent themes or breaking updates.
- Developed and managed **staging environments** for testing new features, plugins, and design changes before deployment, ensuring error-free updates and seamless client approvals.
- Successfully ranked a client website in Google's Top 10 search results through a comprehensive **SEO strategy**, including keyword research, technical SEO, content optimization, and site performance improvements.
- Maintained and optimized over **40+ WordPress websites**, implementing best practices for security hardening, caching, performance optimization, and uptime monitoring.
- Designed full website layouts using **Figma,** creating wireframes, prototypes, and high-fidelity mockups that improved user experience and client approval rates.
- Enhanced Shopify stores by integrating custom features, including tailored UI/UX improvements, optimized product pages, and streamlined checkout processes to boost conversions.

WORK EXPERIENCE

WordPress Developer, Social Media Manager - ELEVATE **November 2023 - june 2024**

- Designed, developed, and launched humanconsulting.com, managing end-to-end processes (domain registration, hosting, SSL, UI/UX design).
- Created a lead-generation eBook using Designrr, automatically delivered to subscribers upon signup.
- Optimized **Google My Business** profiles for **beyondshoots.com** and **abslaw.ae**, **boosting local SEO and visibility.**
- Improved keyword rankings and organic traffic using **Google Search Console**.
- Designed and executed email marketing campaigns with **Mailchimp,** including branded email signatures and marketing materials.
- Resolved plugin conflicts and enhanced functionality through advanced file manager configurations.
- Managed **alketbilaw.com,** handling content posting, dashboard oversight, and performance monitoring.
- Designed engaging social media content (posts, reels) using Canva and managed client accounts on Facebook, Instagram, and LinkedIn.

WORK EXPERIENCE

Web Developer and Digital Marketer - FREELANCE **Present**

- **Developed and launched professional websites, including:**
  - **provitalsupplements.fit –** eCommerce store with 390+ products and custom plugin for efficient tag sorting.
  - **truegrmnt.com –** Fashion brand eCommerce platform with custom styling and SEO optimization.
  - **moonlitalpha.com –** Digital product eCommerce store with Stripe integration and successful Google Ads campaigns.
  - **raoulrammouz.site -** Personal Website
- Implemented **SEO strategies** that improved rankings and organic traffic for multiple clients.
- **Performed Windows 11 clean installations, HDD-to-SSD migrations (Macrium Reflect), rooted Android devices (Magisk, Odin), and resolved software issues.**

CERTIFICATIONS

- **CCNA: Introduction to Networks** │ CCNA │ Feb 2025
- **CyberOps Associate │ CCNA │ Feb 2025**
- **Advanced WordPress Security Course** │ Udemy │ Feb 2024
- **How to Make an Online Store with WordPress** │ Udemy │ Feb 2024
- **Shopify eCommerce Store Masterclass** │ Udemy │ Jul 2023
- **WordPress Beginners Skills** │ Udemy │ Aug 2023
- **HTML5 and CSS3** │ Udemy │ Oct 2022
- **Digital Marketing Recommendation Letter** │ Al Kafaat University │ Dec 2023

PROJECTS

- **Custom WooCommerce WhatsApp Plugin –** Developed a plugin to fetch product variables dynamically and send them to WhatsApp for instant customer inquiries.
- **SEO Growth Project –** Ranked a client website in Google's Top 10 search results through keyword optimization, technical SEO, and content strateg**y.**
- **Website Migration –** Migrated a client's eCommerce store to a new server with zero downtime and improved site speed by 40%.
- **UI/UX Design Portfolio –** Designed user-friendly interfaces and mockups using Figma for HumanConsulting, MoonlitAlpha, and other clients.

LANGUAGES

ARABIC: Native   **FRENCH:** Proficient

ROMANIAN: Native   **ENGLISH:** Proficient - **APTIS certified**