

RAOUL RAMMOUZ

Senior WordPress Developer | Cybersecurity & Digital Forensics Student
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PROFESSIONAL SUMMARY

Results-driven **WordPress Developer and Web Solutions** with 5+ years of hands-on experience delivering end-to-end web development, eCommerce, SEO optimization, and digital marketing solutions. Proven track record of managing 40+ production WordPress websites, architecting custom plugins, integrating enterprise payment gateways, and achieving Top-10 Google rankings through technical SEO. Currently pursuing a **Master's in Cybersecurity and Digital Forensics**, with growing expertise in server hardening, network security, and AI/MCP workflow automation. Adept at translating complex technical requirements into scalable, high-performing web solutions for international clients.

WORK EXPERIENCE

Senior WordPress Developer & Web Solutions Architect

Feb 2025 – Present

We for Media — Beirut, Lebanon

- **Custom Plugin Development:** Architected and deployed advanced WordPress plugins including a full-featured donation and subscription management system integrated with MPGS (NetCommerce), supporting monthly/yearly recurring billing, user-defined cancellation, and automated email lifecycle reminders (3 days pre-expiry, on-expiry, on-cancellation).
- **Subscription Dashboard Plugin:** Built an interactive user-facing Subscription Management Dashboard enabling subscribers to view active plans, track yearly spending, visualize usage via charts, and receive proactive renewal notifications. [Live demo](#)
- **AI & MCP Integration:** Connected WordPress websites to AI agents via MCP (Model Context Protocol) integrations and automated AI workflows, streamlining content management and operational efficiency.
- **SEO & Performance Optimization:** Leveraged SEO PowerSuite tools (Rank Tracker, Website Auditor, SEO SpyGlass) to audit, optimize, and monitor SEO performance successfully elevating targeted keywords to **Top 5 Google search rankings** for OBG Graphics.
- **Payment Gateway Integration:** Integrated Areeba and Stripe secure payment gateways into WordPress and WooCommerce platforms, configuring checkout flows, webhook handling, and transaction security.
- **Custom Elementor Widgets:** Developed fully editable custom Elementor widgets and dynamic sliders deployed across live client sites. [Live preview](#)
- **Database & User Management:** Imported and managed 200+ member accounts using membership plugins and direct SQL operations via phpMyAdmin, including secure password hashing and bulk role/taxonomy assignments.
- **Client Training & Support:** Delivered structured WordPress dashboard training sessions to multiple clients, covering content management, plugin administration, and day-to-day system usage best practices.
- Managed, secured, and optimized **40+ WordPress websites**, consistently adhering to WordPress coding standards and security best practices.
- Achieved **Top-10 Google rankings** for multiple client websites through comprehensive technical SEO, on-page optimization, Core Web Vitals improvements, and structured content strategies.
- Migrated websites from shared hosting to hardened **VPS environments (Ubuntu)** with SSH key authentication, UFW firewall configuration, and Cloudflare DNS management, significantly improving uptime and security posture.
- Installed, configured, and optimized **CyberPanel** on VPS servers, improving hosting performance, security, and site reliability.
- **Members Directory Plugin:** Developed a custom plugin featuring region/area filtering and live search functionality. [Live preview](#)

- **eCommerce Integrations:** Integrated PayPal, Stripe, and Aramex API with custom WooCommerce logic for eCommerce client platforms, handling payment processing and shipping automation.

WordPress Developer & Social Media Manager

Nov 2023 – Jun 2024

ELEVATE — Beirut, Lebanon

- Designed, developed, and launched multiple WordPress websites end-to-end — from domain registration, hosting configuration, and SSL setup to full UI/UX design and deployment.
- **Data Migration:** Migrated hazmieh.com from legacy architecture to a new WordPress setup using WP All Import/Export, preserving full data integrity. Inserted and categorized **1,000+ users** via custom SQL queries with correct role and taxonomy assignments.
- **Lead Generation Automation:** Built an automated eBook lead-generation system triggering content delivery via email on form submission, integrated with Mailchimp marketing campaigns.
- Resolved complex plugin conflicts, diagnosed performance bottlenecks, and executed Google My Business profile optimizations to improve local search visibility.
- Managed websites including **beyondshoots.com**, **abslawae.com**, and **alketbilaw.com**.

TECHNICAL SKILLS

- **Web Development:** HTML5, CSS3, Bootstrap, JavaScript (ES6+), PHP, Java, ReactJS, Flutter, WordPress (Advanced), Elementor Pro, WooCommerce, MySQL, MongoDB, Git/GitHub
- **WordPress Expertise:** Custom plugin development, theme development, hooks/filters, shortcodes, REST API, Gutenberg blocks, Elementor widget development, multisite management
- **AI & Automation:** MCP (Model Context Protocol) integrations, AI agent workflows, WordPress-AI connectivity, automation pipeline design
- **SEO & Digital Marketing:** Technical SEO, on-page/off-page optimization, Core Web Vitals, Google Search Console, SEO PowerSuite (Rank Tracker, Website Auditor, SEO SpyGlass), Google Ads, Google Analytics 4, HotJar, Mailchimp, ConvertKit, HubSpot, Social Media Management
- **Server Administration:** VPS provisioning (Ubuntu), CyberPanel, SSH hardening, UFW firewall, Cloudflare DNS management, SSL/TLS configuration, website migration
- **Payment & eCommerce:** Areeba, PayPal, Stripe, MPGS (NetCommerce) WooCommerce and Shopify integrations; Aramex API, Colissimo, Relais Colis shipping integrations
- **Cybersecurity & Networking:** Router/Switch configuration, VLAN, IPv4 subnetting, WordPress security hardening, SSH key management, firewall setup
- **Database Management:** MySQL (phpMyAdmin), custom SQL queries, bulk user management, password hashing, MongoDB
- **Email Systems:** GoDaddy Business Email, DNS configuration (SPF, DKIM, MX), SSL/TLS secure mail setup, Mailgun
- **Graphic Design:** Adobe Illustrator, Photoshop, Figma, Canva, Designrr
- **Tools & Platforms:** Google Search Console, Google My Business, Stripe Dashboard, Magisk, Odin, Microsoft Office Suite

EDUCATION

Master's Degree in Cybersecurity and Forensics

Oct 2024 – Present

Arab Open University

Bachelor's Degree in Computer Science

May 2021 – Jun 2024

Al Kafaat University

CERTIFICATIONS

- **CCNA: Introduction to Networks** | Cisco Networking Academy | Feb 2025
- **CyberOps Associate** | Cisco Networking Academy | 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
 - **HTML5 and CSS3** | Udemy | Oct 2022
 - **Digital Marketing Recommendation Letter** | Al Kafaat University | Dec 2023
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SELECTED PROJECTS

Some of the Portfolio of delivered websites:

moonlitalpha.com • zedesigners.com • lacielaflowers.com • atticadecor.com • vaseandflowers.com • truegrmnt.com • libansurseine.com • 24designcenter.ae • concrete-vision.net • powerq.co.uk • dynamicsconsolidated.com • riversidecommunication.net • sda-lb.org • wellbers.com

LANGUAGES

Arabic
Native

Romanian
Native

English
Proficient — APTIS
Certified

French
Proficient