MADLIN NABIL

SENIOR WORDPRESS DEVELOPER & MARTECH SPECIALIST

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PROFESSIONAL SUMMARY

Senior WordPress developer with 8+ years in WordPress and WooCommerce, growing into MarTech. I build custom WooCommerce plugins, fix speed and stability problems at the root, and set up tracking with Google Tag Manager, GA4 and Meta Pixel. At iFit I raised PageSpeed to 98 on desktop (mobile 77 → 84), cut a slow search query from minutes to 0.05 s, and shipped checkout, gift and bundle plugins, always tested on staging first.

EXPERIENCES

SENIOR WORDPRESS DEVELOPER & MARTECH SPECIALIST

SUPPLEMENTS ONLINE EGYPT – AUTHENTIC SPORTS NUTRITION | IFIT

April 2024 – Present

- Raised PageSpeed to 98 on desktop and from 77 to 84 on mobile through image, caching and hosting work.
- Found the root cause of repeated outages and rewrote a search query from 1–5 minutes to 0.05 s.
- Built custom WooCommerce plugins: City → District shipping (28 cities, ~3,600 districts), free gift with purchase, and bundle pricing.
- Set up Google Tag Manager with Meta Pixel and ecommerce events (add_to_cart to purchase) for the Limitless brand.
- Set up cart-abandonment emails, a first-signup coupon and self-expiring coupon rules.
- Synced WooCommerce orders to Odoo ERP through webhooks; integrated Paymob and installment providers.
- Configured Cloudflare rules, 2FA and security scans; upgraded PHP 8.1 → 8.3 after staging tests.

WORDPRESS & FRONTEND DEVELOPER

WELKIN COMPANY

January 2021 - January 2024

- Supported WordPress and frontend website development, including page layout implementation and user-interface updates.
- Applied design requirements to website pages and refined visual presentation for consistency and usability.
- Contributed to website maintenance and updates using frontend and WordPress skills.

WORDPRESS DEVELOPER

Qeema Tech

October 2018 - January 2021

- Delivered 30+ WordPress and WooCommerce websites, improving client satisfaction by 25% through enhanced UX and cross-browser compatibility.
- Managed and resolved critical cPanel and WHM issues, achieving 99.8% uptime and improving site reliability.
- Mentored junior developers and streamlined workflows, increasing project delivery efficiency by 30%.

WEB DESIGNER

NAHDET MISR COMPANY

July 2016 - October 2018

- Study design briefs and determine requirements.
- Develop illustrations, logos, and other designs using software or by hand.
- Ensure final graphics and layouts are visually appealing and on-brand.
- Used HTML and CSS to turn designs into web pages.

SKILLS

- Analytical Thinking
- Attention to Detail
- Communication
- Adaptability
- Problem-Solving
- Collaboration
- Continuous Learning
- Testing and Quality Assurance

SOFTWARE TOOLS

- Postman API
- GitHub
- Team Foundation Server (TFS)
- SQL
- Figma
- WordPress, WooCommerce, Elementor
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Adobe XD
- GTM, GA4, Meta Pixel

TECHNOLOGIES

- PHP, MySQL
- Git
- Xmind
- Target Process
- Redmine
- NetBeans
- HTML
- CSS
- JavaScript
- Bootstrap
- Tailwind CSS

LANGUAGES

- Arabic: Native
- English: Very Good

EDUCATION

Faculty of Computers and Information, Helwan University | Graduation: 2016 | GPA: Very Good | Graduation Project: A+