

Abdullatif Al-Mayhob

E-Com Specialist | Senior WordPress PHP Developer

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[LinkedIn](#) | [GitHub](#) | [Codeforces](#) | WordPress.org

Professional Summary

Senior WordPress Developer and E-commerce Strategist with a proven track record of bridging the gap between technical architecture and business growth. As a Co-founder and Head of Tech & Sales, I specialize in building high-conversion platforms that deliver **measurable ROI**. Expert in custom PHP/WordPress development, performance engineering, and leading cross-functional teams to transform business requirements into scalable, high-performance solutions.

Work Experience

Koki.sy | Co-Founder, Head of Tech & Sales

Jan 2025 – Current | Self-employed

[Koki.sy Shop](http://Koki.sy)

- Launched and led a highly customized, high-performance e-commerce platform securing **99+%** Page Speed on Lighthouse, with top-tier SEO scores, and seamless UX across devices.
- Scaled the customer base from 0, with a significant share of repeat buyers (over 78%) driven by an optimized user journey, tailored support, and sales funnel refinement. Also achieving high customer satisfaction metrics.
- Conducted comprehensive analytics and reporting to drive data-informed decisions across product research, stock management, and cost optimization.
- Developed semi-automated pipeline using custom PHP to reduce operational overhead by more than 80%.

Majarra (Haykal Media) | Senior WordPress PHP Developer

Apr 2022 – Apr 2025 | Full-time

Majarra.com

- Built and maintained highly customized WordPress themes and plugins, adhering to modern code standards.
- Conducted deep performance analysis and optimization on both server and client sides, significantly improving website speed and efficiency.
- Optimized existing code to enhance functionality and user experience.
- Developed advanced web scraping solutions using PHP and custom APIs.
- Created and managed custom Google Analytics events to track and analyze user behavior.
- Utilized tools such as ClickUp, Google Analytics, GIT, GitLab, VS Code, PhpStorm, AJAX, REST, Postman, and SSH.

Plansters | WordPress Developer

Oct 2021 – Aug 2022 | Part-time

Plansters.com

- Developed and maintained professional WordPress websites for high-ticket clients across Europe and the Gulf region.
- Optimized website performance (speed, Core Web Vitals, server-side tuning) for scalability and reliability.
- Implemented technical SEO best practices to improve search visibility, rankings, and conversions.
- Utilized tools such as Trello, WooCommerce, WPML, Elementor, WPBakery.

ProiTs Company | WordPress Developer

Jun 2021 – Apr 2022 | Part-time

ProiTs.ae

- Customized websites using CSS, JS, PHP and appropriate plugins, ensuring optimal functionality and user experience.
- Translated entire websites and uploaded content accurately.
- Maintained and supported high-traffic, old and large websites with zero downtime, ensuring continuous performance.

Freelance | Web Developer

Jul 2020 – Apr 2022 | Self-employed

Abdoome.com

- Developed 25+ customized websites with advanced functionality and performance optimization.
- Improved SEO by 30% through advanced techniques.
- Created custom themes and plugins, ensuring standards-compliant, high-performance websites.
- Led a team of 3+ junior developers, setting goals and tracking project progress.

Meissa for Space | Owner & Manager

Jul 2022 – Jan 2025 | Self-employed

[Meissa.Space](#)

- Built, maintained, and optimized website performance using Google Analytics, Search Console, WordPress, and Google Sheets.
- Led cross-functional teams (developers, QA, designers, content SEO specialists).
- Implemented advanced SEO strategies, resulting in a 100%+ increase in organic traffic.
- Maintained page performance of ~99% on Google Page Speed Insights.

Education

Al-Baath University

Business Management and Economics

Sep 2020 – Sep 2024 | Homs, Syria

Certifications and Awards

- **Participation Certification** - European Organization for Nuclear Research (CERN) – June 2020
- **2nd Place in Syria** – EssaAboud Competition for Inventors – Nov 2018
- **Participation Award** – Al-Basel Fair for Invention and Innovation – Sep 2018
- **Work Smarter, Not Harder** – Coursera – Jan 2019

Skills

Technical Skills

- PHP, HTML, CSS, JS, jQuery
- WordPress, WooCommerce, Elementor, Laravel (Int.)
- Technical SEO, Perf. Optimization, DevOps
- MySQL, REST APIs, Postman, Git/GitHub/GitLab
- UI/UX, Bootstrap, YAML (Int.)

Soft Skills

- Leadership & Teamwork
- Problem Solving & Adaptability
- Time Management & Flexibility
- Typing Speed (+80 WPM)

Languages

English: Professional, **Arabic:** Native, **French:** Intermediate

Hobbies and Interests

Agentic AI and Automation
Embedded Systems, Robotics, IoT, Electronics
Competitive Problem-Solving
Chess (~1300 ELO), RTS Gaming
Quantum Physics and Astronomy
Taekwondo (Red Belt), Camping and Hiking