

# MOHAMED HALITH

## FULL STACK WEB DEVELOPER / SENIOR WORDPRESS DEVELOPER

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Full-stack Web Developer with 7+ years of experience designing and building high-performance, user-centric websites and apps. Expert in custom web development, WordPress, Shopify, and e-commerce, I deliver projects end-to-end from polished interfaces to reliable back-end logic, databases, and hosting writing clean, scalable code that lasts. My work prioritizes SEO, accessibility, and real-world speed, with multilingual support and thoughtful AR/VR integrations when they add real value. I care as much about performance, reliability, and clean UX as the logic behind it and I'm ready to contribute that focus to a team that values craft and outcomes.

## Skills

### Frontend

- HTML, CSS, JavaScript, jQuery
- React.js
- Bootstrap, Material Design, Tailwind CSS

### Backend & APIs

- Core PHP, Node.js
- RESTful APIs
- Firebase (Auth/DB/Functions)

### Databases

- MySQL, MongoDB, NoSQL

### CMS & E-commerce

- WordPress (Elementor, WPBakery)
- Webflow, Framer
- WooCommerce, Shopify

### Cloud, Hosting & Version Control

- AWS Hosting
- Git / Version Control

### Design & Prototyping

- Figma, Adobe XD

### Marketing, SEO & Landing Pages

- SEO, SEM
- Unbounce (landing pages)

### Automation, AI & XR

- ChatGPT
- Blue Prism (RPA)
- Spark AR/VR
- Lovable (AI app builder)
- Base44 (AI app builder)
- Higgsfield (AI video tools)

## Experience

Full Stack Web Developer / Senior WordPress Developer

Nov 2024 – Present

### Morgan & Mallet International Group FZ LLC

- Rebuilt and maintained all flagship sites with a clean, luxury UX and pixel-accurate, responsive pages (Figma → production), reducing clicks and smoothing mobile journeys.
- Created a lightweight design system in Elementor/JetEngine; modeled data (CPTs, relations, faceted filters) so WordPress works as a fast search layer.
- Standardized lead capture and synced every form to Zoho One—auto-tagging, routing, and clean reporting end-to-end.
- Lifted organic visibility across US/UK/FR/UAE with hreflang, schema, internal linking, and a simplified architecture; custom Breadcrumb NavXT + helper plugins strengthened crawl paths.
- Migrated to SiteGround Cloud with staging and daily backups for safe releases and quick rollbacks.
- Made the stack fast and lean: WebP media, replaced heavy plugins with custom code, and tuned caching/minification via WP Rocket Pro—high-90s Lighthouse and improved Core Web Vitals.
- Shipped map-based search, role search, and multi-filter job discovery; added IP-aware pages/forms so global users see the right info and convert more.
- Built an AI-powered salary calculator that estimates daily/monthly pay by role and country, with net vs. gross breakdowns.

Full Stack Web Developer

Feb 2024 – Oct 2024

### Upcci Management LLC | Bizrahmed Medical LLC

- Managed a multilingual clinic site (400+ pages, 200+ articles); tightened on-page SEO (titles, schema, internal linking, Core Web Vitals) to lift rankings and speed.
- Built 50+ conversion-ready landing pages for campaigns using reusable components and clear CTAs, improving form completion and UX.
- Modernized legacy sites—refactored themes/plugins, optimized assets (WebP, lazy load), and improved mobile responsiveness for faster, smoother browsing.
- Designed and launched a doctor's personal brand site and a user-friendly academy microsite with a clear IA and accessible, responsive layouts.
- Delivered Arabic RTL websites, ensuring mirrored layouts, RTL-safe components, and correct typography across devices.
- Automated lead flow with Zapier and webhooks, routing submissions to the CRM/email lists and reducing manual work.

Web Developer

Feb 2021 – Feb 2024

### Outreach Advertising LLC

- Launched multiple WordPress e-commerce sites (WooCommerce) with secure payment gateways and Mailchimp automations, improving checkout flow and post-purchase nurturing.
- Built an AR/VR social experience for Instagram/Facebook to drive engagement and brand reach (filters/game concept, event tracking).
- Delivered a custom coupon system for AutoPro with dynamic QR codes and redemption tracking, supporting a high-performing marketing campaign.
- Worked closely with PMs and creatives to scope, estimate, and ship on time while protecting quality.
- Converted design mockups into responsive, accessible front-ends (HTML/CSS/JS), tuned for speed across devices.

## Area of expertise

- Frontend Development
- Backend Development
- Database Management
- Content Management System (CMS)
- eCommerce
- Digital Marketing & SEO
- Web Hosting & Cloud
- AR & VR Development
- RPA – Automation
- UI & UX

## Education

### Bachelor Of Engineering

#### Major in Computer Science Engineering

June 2014 – May 2018

Prist University – Thanjavur, India

- Designed, developed, and maintained WordPress and custom sites end-to-end (themes, plugins, hosting routines, backups) aligned to client goals.
- Built and optimized Unbounce landing pages, integrated with Mailchimp for targeted email flows and A/B tests.

Web Developer

Sep 2018 – Dec 2020

#### Sourcesol Interactive Technologies Pvt Ltd

- Built a Core PHP/MySQL admin portal for an elder-care facility to centralize resident records, staff rosters, billing, and reports—cutting manual spreadsheet work and admin time.
- Designed RESTful PHP APIs (JSON, token auth) to sync web and mobile apps, reducing data-sync errors and improving update speed.
- Wrote MySQL triggers & stored procedures to automate invoicing, notifications, and audit logs, improving data integrity and eliminating brittle cron scripts.
- Shipped 500+ improvements (features, fixes, refactors) with version control and documented releases, increasing stability and usability.
- Built an intuitive, responsive Ionic (hybrid) app UI that improved task completion and mobile performance.
- Delivered custom client websites with Bootstrap/Material Design, achieving high Lighthouse scores and cross-browser consistency.
- Optimized performance (query indexing, caching, media compression), lowering page load time and server load.
- Implemented role-based access and robust validation to strengthen security and protect sensitive data.