Hagar Hosny Gad

WordPress Developer & Digital Solutions Specialist

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PROFESSIONAL SUMMARY

Full-stack WordPress developer with 7+ years of experience building, customising, and deploying high-performance websites and e-commerce platforms. Equally fluent in UI/UX implementation, digital marketing strategy, and project coordination. Proven track record delivering remote-first projects for Canadian, European, and Egyptian clients, blending technical precision with data-driven growth thinking.

TECHNICAL SKILLS

CMS & Builders	WordPress, Elementor, Breakdance Builder, WooCommerce, Plugin Development
Front-End	HTML5, CSS3, JavaScript, Angular (basics), Adobe XD, Figma
SEO & Marketing Tools	Semrush, Google Search Console, Bing Webmaster, Google Shopping
Advertising & Analytics	Meta Pixel, TikTok Pixel, Facebook Ads, Media Buying, Klaviyo
Automation & AI	n8n, Claude AI, AI-powered workflow automation, prompt engineering
Dev Tools	Git, REST APIs, cPanel, FTP/SFTP, MySQL basics
Project Management	Agile / SCRUM basics, KPI tracking, client requirement gathering

PROFESSIONAL EXPERIENCE

WordPress Developer

9H Digital | Full-Time | Malta (Remote)

June 2024 – Present

- Develop and maintain WordPress websites end-to-end for a Malta-based agency serving Canadian, Maltese, and Egyptian clients.
- Translate UI/UX wireframes into fully responsive, cross-browser-compatible live sites.
- Optimise site performance (Core Web Vitals, caching, CDN) to improve load times and SEO rankings.
- Collaborate across international time zones with design and content teams to ensure consistent brand identity.

E-Commerce Manager (WordPress / WooCommerce)

Beytna Homeware — Fathallah Group | Full-Time

May 2023 – July 2024

- Managed the complete WooCommerce product catalogue, inventory, and pricing for a premium homeware brand.
- Integrated Meta Pixel, TikTok Pixel, and Facebook Ads to build omnichannel performance campaigns.
- Connected the store to Google Shopping and Bing Webmaster, expanding organic and paid reach.
- Planned and executed digital marketing campaigns (Meta, TikTok, Instagram), driving measurable revenue growth.
- Coordinated last-mile logistics with third-party delivery partners to ensure fulfilment accuracy.
- Served as in-house digital consultant, advising stakeholders on SEO, UX, and conversion optimisation.

WordPress & Shopify Developer (Remote / Night-Shift)

Nockta | Contract (Canada)

January 2024 – March 2024

- Built three client websites using Breakdance Builder, faithfully implementing provided UI/UX designs.
- Configured Klaviyo email-marketing flows and automated sequences for post-purchase engagement.
- Conducted keyword research and on-page SEO using Semrush, improving organic visibility.

Freelance WordPress Developer

Self-Employed

October 2020 – Present

- Designed and developed bespoke WordPress websites from brief to launch for clients across multiple industries.
- Produced detailed UI/UX prototypes in Adobe XD and Figma before development, reducing revision cycles.
- Delivered fully responsive, SEO-ready sites with custom themes and hand-picked plugin stacks.

Marketing Specialist

MegaTrust

October 2020 – June 2021

- Generated and qualified new business leads through outreach and Upwork proposals.
- Managed client relationships for web-development projects, capturing requirements and tracking delivery.
- Prepared and sent commercial proposals, supporting the sales pipeline for agency projects.

Project Coordinator

MegaTrust

November 2019 – June 2020

- Analysed client requirements from the marketing team and distributed tasks across development squads.
- Managed timelines, sprint reviews, and inter-team dependencies for multiple concurrent web projects.
- Conducted monthly and bi-annual KPI reviews, identifying bottlenecks and proposing process improvements.
- Served as the main point of contact for international clients throughout project execution.

Front-End Developer (Angular) — Part-Time

Sourcya Web Solutions

January 2019 – March 2019

- Converted UI/UX mockups into a functional Angular single-page application.

Front-End Developer

Pharous Web Solutions

August 2018 – December 2018

- Transformed design specifications into pixel-perfect HTML & CSS front-end code.
- Gathered and documented requirements from local and international clients.
- Participated in client-facing meetings to clarify scope and present progress.

EDUCATION

MBA — Business Administration
Arab Academy for Science & Technology · 2018 – 2021

B.Sc. — Computer & Communication Engineering
Alexandria University, Faculty of Engineering · 2013 – 2018

ITI Scholarship — PHP Full-Stack Development (3 months)
Information Technology Institute (ITI) · 2022

American Diploma
El Quds International Schools · 2009 – 2013

COURSES & CERTIFICATIONS

- Media Buying — Mazen Elsisi (2023)
- PMP Preparation Course — EduPlus (2022)

LANGUAGES

Arabic	Native
English	Fluent (C1)
German	Conversational (B1)