

# Matthew Makary | Senior WordPress Developer

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## Objective

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A results-driven WordPress developer with deep expertise in building custom themes, plugins, and scalable WooCommerce solutions. Passionate about crafting responsive, high-performance websites using Elementor, ACF, and Figma. I aim to lead and contribute to innovative digital projects that enhance user experience and business success.

## Summary

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With a Bachelor's degree in Computer Science and over a decade of experience in WordPress development, I bring a full-stack skill set, server management experience, and a strong grasp of digital marketing. I've led development teams, optimized high-traffic WooCommerce sites, and built dozens of successful websites across industries. My work spans front-end UI/UX, backend architecture, and performance optimization for clients in Egypt, Saudi Arabia, and beyond.

## Experience

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### Senior Wordpress Developer at Neural Design Studios - Saudi Arabia (NDS) — (Sep 2023 - Present)

<https://nds-mena.com/>

- Neural Design Studios is a full-service digital agency Located in Saudi Arabia helping organizations tell their unique stories through cross-channel marketing.
- Major Accomplishments:
  - <https://design-itude.com/>
  - <https://concast.me/>
  - <https://tbkdevelopments.com/>
  - <https://zahrancogroup.com/>
  - <https://alqaryan.com/>
  - <https://ittfm.com/>
  - <https://impact-wear.com/>
  - <https://yma-ceng.com/>
  - <https://thehappyrentals.com/>
  - <https://bulkyitaly.com/>
  - <https://theifixapp.com/>
  - <https://cuisel.com/>
  - <https://thefamez.com/>
  - <https://ghaithfoundation.org/>
  - <https://sahemfund.com/>
  - <https://suchec.com/>
  - <https://rangkee.com/>
  - <https://www.alwafaqfoods.com/>
  - <https://alwefaqnationaltransport.com/>

- <https://wsh.sa/>
- <https://prebii.com/>
- <https://www.comfydrive.com/>
- <https://all-in-one-concierge.com/>

### **Tech Lead at Technology Makers For Digital Solutions — (Aug 2019 - Present)**

<https://www.facebook.com/TechnologyMakersDM>

- Technology Makers is a digital creative boutique, where our cheerful team offers the client remarkable services, of which we hope exceeds their expectations.
- Major Accomplishments:
  - <https://ladyscookie.com/>
  - <https://kids-cookie.com/>
  - <https://tfpchicago.com/>
  - <https://7star-furniture.com/>
  - <https://dreamrealtyservices.com/>
  - <https://tohoorbesnijdenis.nl/>
  - <https://getzella.com/>
  - <https://thecrystalgifts.com/>
  - <https://educyber.ch/>
  - <https://egycopt.org/>
  - <https://www.mattech-bio.com/>
  - <https://www.pioneersegypt.com/>

### **Senior WordPress Developer at Real Deal Agency — (April 2017 - Dec, 2021)**

<https://www.realdealagency.com/>

- Real Deal is a digital media agency for the social age. Based in Cairo, they cater to local and multinational clients who market their brands to consumers in the Middle East. Real Deal provides digital presence solutions.
- Major Accomplishments:
  - <https://www.realdealagency.com/>
  - <https://www.electrostar.com.eg/>
  - <https://www.creazure.com/>
  - <https://www.smartadventure.uk/>
  - <https://www.thebesconsult.com/en/>
  - <https://www.smart.eg/>

### **Social Media Manager - Davinci Art Academy — (Jan. 2017 - Present)**

<https://www.facebook.com/DavinciArtAcademy/>

- Davinci Art Academy is one of the best fine Art Academies in EGYPT, it Provides the highest QUALITY OF art EDUCATION, through certified & qualified instructors

### **Social Media Manager - Copts United Online Newspaper — (July 2016 - Dec 2017)**

<http://www.copts-united.com/>

- Copts United website has been found by a group liberal enlightened group of people who care FOR THE Coptic issue. The website generally concern with the Egyptian people and the Coptic issue IN PARTICULAR. The beginning was in 2004 by publishing the news of Zurich conference on 23RD SEPTEMBER 2004 and then it developed to be a daily electronic paper. It mainly focuses on THE NATIONAL and Coptic issues in a serious attempt to help the Copts to get out of the situation of BEING DELIBERATELY debased by the political regime.

### **Web Developer - Universal Education — (June 2016 - Dec 2018)**

<http://universaleducation.me/>

- A Studying Abroad Services Provider, that provides all the support necessary for all students to reach the degree and University which will prepare them for their dream career.

**Online Media Manager - American Pulse TV Program - Al Kahera Wal Nas — (May. 2015 - 2020)**

**<http://www.americanpulse.tv/>**

- I worked with American Pulse as A Web Developer and Online Media MANAGER, AMERICAN PULSE is a TV program taped in New York and broadcast in Egypt on Al Kahera Wal Nas AND CARRIED around the world on Satellite TV
- Major Accomplishments:
  - o <http://americanpulse.tv/>
  - o <http://news.americanpulse.tv/>
  - o <http://jobs.americanpulse.tv/>
  - o <http://directory.americanpulse.tv/>
  - o <http://michaelmorgan.nyc/>
  - o <http://stmarksworld.com/>

**Senior Web Developer - Scribble Mena Advertising Agency — (Jan. 2015 - Jan. 2016)**

**<http://www.scribble-mena.com/>**

- I have worked with SCRIBBLE MENA as a senior web DEVELOPER, In 2007 scribble started off as A BRANDING company (Scribble Branding), in 2010 Scribble became a more digital oriented ADVERTISING AGENCY; Staffed by creative and cheerful people with un matched experience. Our agency QUICKLY MASTERED the art of achieving impeccable results, keeping our clients impressed. We focus on OUR CLIENTS' visions and objectives, and we seek long term relationships with them. Our ultimate aim is TO EXCEED our CLIENTS' expectations for successful, result oriented, and top quality campaigns. SCRIBBLE HAS been serving clients in different industries including FMCG business, Automotive, and FINANCIAL INSTITUTIONS. Here at Scribble, we pride ourselves for our innovation, exceptional ADVERTISING TECHNIQUES and incredible customer service. Our professional team gladly provides each client WITH SERVICES specifically tailored for their needs.
- Major Accomplishments
  - o <http://www.kamena.com/>
  - o <http://www.kouroumegypt.com/>
  - o <http://www.egytrav.com/>
  - o <http://54.187.158.51/mt/smileygrill/>
  - o <http://54.187.158.51/mt/Premium/>
  - o <http://54.187.158.51/mt/sherifnasr/>
  - o <http://54.187.158.51/mt/Raslan/>
  - o <http://54.187.158.51/mt/Raslan2/>
  - o [http://54.187.158.51/mt/The\\_Gorillas](http://54.187.158.51/mt/The_Gorillas)

**Web Developer/Administrator & Social Media Manager - NGO Jobs Website — (Feb. 2011 - 2018)**

**<http://ngo-jobs.net/>**

- An online Community that helps youth in the MENA region to Find Jobs, Scholarships, Internships, Trainings, Competitions, and Grants opportunities for Free.

**Senior Web Developer, Development & Institutionalization Support Center "DISC" — (Feb. 2011 - Jan 2015)**

**<http://www.discntr.org/>**

- As a trainee in the NGO School Project, my exceptional work as a web developer earned me a full-time position with DISC, despite being an undergraduate. I progressed within the organization, eventually becoming a trainer for the same project, which was funded by the US Middle East Partnership Initiative (MEPI). Some notable accomplishments from my work include developing the websites <http://ngo-jobs.net/>, <http://copts-news.net/>, <http://www.u-shahid.com/>, <http://eyeontorture.org/en/>, <http://harassmap.org/>, <http://mwatna.org/map/>, and <http://yep-eg.org/>. Additionally, I served as the administrator for the Egypt-based online platform <http://www.nazaha-eg.net/>, which supports transparency and won the e-democracy Forum & Politics Online prize as one of the top ten websites that changed the politics and world in 2009.

## Education

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- **Bachelor of Computer Science**  
The Higher Institute of Computer Science & Information Technology, Cairo, Egypt – 2015
- **High School Diploma**  
Gamal Abd El Nassir Experimental Language School – 2011

## Languages

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- Arabic – Native
- English – Fluent (spoken & written)

## Skills & abilities

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### Web Development:

- WordPress (custom themes & plugins), WooCommerce
- Elementor, ACF, CPT UI, Figma-based design implementation
- HTML5, CSS3, PHP, JS, MySQL

### Performance & Hosting:

- CDN, caching, security hardening
- VPS/CWP7, cPanel, DNS, mailing servers

### Marketing & Media:

- Social Media Management, Media Buying
- Google Ads, Facebook Ads, TikTok, YouTube Monetization
- Content Creation & Blogging

### Design & Creative:

- Adobe Photoshop, Illustrator
- Video/audio editing, livestreaming setup

### Other:

- ChatGPT & AI tools, digital training, digital rights advocacy

**REFERENCES WILL BE FURNISHED UPON REQUEST**