

# Mostafa Ahmed Hussein Mohammed

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🇪🇬 Egyptian 🔄 Marital status single 🏻 Male 🛡️ Military situation postponement

🌐 <https://www.linkedin.com/in/mostafael3ref/> ✖ <https://x.com/mostafael3ref>

📘 <https://www.facebook.com/mostafa.el3ref> 📷 <https://www.instagram.com/mostafa.el3ref/>

🗨️ <https://wa.link/sc9hq4> 📺 <https://www.youtube.com/@mostafa.el3ref> 🔄 <https://github.com/mostafael3ref>

## 👤 PROFILE

- Results-driven Web & Systems Specialist with 5 years of experience in WordPress development, ERPNext implementation & development, Linux server administration, and digital marketing. Led software teams for one year, managing Agile workflows, task distribution, and delivering high-quality projects with optimal cost and performance.
- Experienced WordPress Developer skilled in custom themes, plugins, WooCommerce, API integrations, performance optimization, and building more than 40 business websites across different industries with measurable improvements in speed, UX, and conversions.
- Worked as an ERPNext Implementer & Developer, handling full-cycle implementation from requirements gathering to deployment. Specialized in creating and customizing DocTypes, client/server scripts, workflows, print formats, permissions, API integrations, and module optimization. Strong experience managing Frappe/Bench environments, updates, migrations, and production troubleshooting on Linux servers.
- Strong background as a Digital Marketing & SEO Specialist, with proven success in boosting search visibility, improving rankings, running performance-driven campaigns, and applying data-driven strategies to increase traffic and sales.
- Proficient in server administration with hands-on experience managing and optimizing hosting environments (Hostinger, Contabo, GoDaddy, Namecheap, AWS), including DNS, SSL, backups, migrations, security hardening, and monitoring.
- Brings excellent analytical, organizational, and decision-making abilities with a consistent record of delivering scalable, secure, and business-focused technical solutions.

## 👜 PROFESSIONAL EXPERIENCE

### Abraj Altaj, ERP & System Administrator

May 2025 – Present  
Taif, Saudi Arabia

As an **ERP & System Administrator** at *Abraj Al-Taj*, I am responsible for managing and maintaining the company's entire technical infrastructure, including ERPNext operations, internal networks, servers, PBX systems, and the company's official website.

I ensure high availability, performance, and security across all systems while supporting all departments in their daily technical needs.





#### Key Responsibilities:

- **ERPNext Administration & Development**
- **Internal Network Management**
- **Server Administration**
- **PBX / VoIP System (Yeastar) Management**
- **Website Development & Management**
- **IT Support & Infrastructure Optimization**

### Engaz Media, Wordpress Developer

July 2024 – April 2025  
Egypt









- Extracting project requests from the client and implementing them in the form of an SDLC, following Agile methodology.
- Managing the company's servers (Hostinger, Godaddy, Namecheap, ..).

- Managing the Developers team.
- Collaborated with end users on project specifications, strategy and execution to build new WordPress pages and update existing ones.
- Some of my projects:
  - 1) <https://autoline-car-rent.com/> 
  - 2) <https://abualhadid.com/> 
  - 3) <https://ta3leeminuk.com/> 
  - 4) <https://nermaa.com/> 
- Implemented and assessed performance of SEO best practices.
- Developed and implemented SEO and AB testing strategies to improve effectiveness of marketing efforts.
- Referenced web analytics reporting to enhance designs and improve site performance.

### **HA Marketing Studio, Director of the Programming Department**

October 2023 – June 2024

Giza, Egypt

- Extracting project requests from the client and implementing them in the form of an SDLC, following Agile methodology.
- Managing the company's servers (Hostinger, Godaddy, Namecheap, ..).
- Managing the Developers team.
- Collaborated with end users on project specifications, strategy and execution to build new WordPress pages and update existing ones.
- Some of my projects:
  - 1) <https://yellowartksa.com/> 
  - 2) <https://heliwrk-tk.com/> 
  - 3) <https://el-kyan.com/> 
  - 4) <https://markizit.com/> 
  - 5) <https://dr-lanamohei.com/> 
  - 6) <https://portovacationtime.com/> 
  - 7) <https://nassargro.com/> 
  - 8) <https://arrasikhoon.com/> 
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### **EL-Maady Company for Information Technology Solutions, WordPress Developer**

January 2022 –

September 2023

Cairo, Egypt

- Created and updated re-usable code libraries to streamline WordPress development cycle.
- Leveraged strong understanding of WordPress core to manipulate admin and theme components.
- Delivered quality commercial websites that met coding standards and cross-browser compatibilities.
- Used Chrome Inspector and Firebug to debug live sites.
- Reviewed application requirements and interface designs and provided feedback on feasibility.
- Designed and implemented website from initial concept, site architecture and wire frames to finished deliverable.
- Implemented and assessed performance of SEO best practices.
- Developed and implemented SEO and AB testing strategies to improve effectiveness of marketing efforts.
- Referenced web analytics reporting to enhance designs and improve site performance.
- Installed required plugins and additional coding to fit final design and functionality requirements.

- Developed and implemented WordPress sites, themes and plugins.
- Designed responsive, mobile-first websites from design concepts.
- Converted design assets into component-based HTML, CSS and JavaScript.
- Provided timely resolution to reported website problems by integrating new solutions into existing platforms.
- Collaborated with end users on project specifications, strategy and execution to build new WordPress pages and update existing ones.
- Some of my projects:
  - 1) <https://elmaade.com/>
  - 2) <https://testing.teach-o-gen.com/>
  - 3) <https://www.bionats.org/>
  - 4) <https://trianglegroupeg.com/>
  - 5) <https://l.ksk10.com/>

**EL-Maady Company for Information Technology Solutions,  
Digital Marketing Specialist**

December 2020 –  
December 2021  
Cairo, Egypt

- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Implemented marketing automation tools to streamline and automate repetitive marketing tasks.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Created reports on digital marketing efforts using analytics tools to track and measure digital marketing success for management.
- Created social media content with innovative brand messaging to support new product launches.
- Researched and analyzed industry trends to inform search marketing strategies.
- Optimized website content and images to improve search engine rankings.
- A-B tested ad campaigns to optimize performance and drive improved ROI.
- Conducted market research by analyzing industry trends, consumer demographics and competitor activities to inform marketing strategy.
- Developed and deployed content marketing strategies to improve organic search traffic.
- Generated reports to monitor and analyze website performance, search engine rankings, or domain authority.
- Helped clients develop website portals and social media pages to promote businesses.
- Completed keyword research and analyzed competitor SEO and PPC campaigns to identify gaps and opportunities.
- Conducted market research and competitor analysis to inform search marketing strategies.
- Crafted and implemented strategies to increase search visibility and website traffic.

**EL-Maady Company for Information Technology Solutions, HR Assistant**

September 2020 –  
November 2020  
Cairo, Egypt

- Oversaw and managed hiring process and assisted human resources.
- Reviewed and screened applicant resumes to identify qualified candidates.
- Performed internal and external audits and research and administrative reviews of programs and plans to support HR administration.

## EDUCATION

### **Bachelor's degree / Business Information Technology, Canadian International College – CIC**

- GPA: 3.1
- Graduation Project: A+

September 2019 –  
September 2023  
Zayed , Giza, Egypt

### **High school graduate, Collège Saint Paul (Frères ) Choubra**

September 2013 – July 2019  
Cairo, Egypt

## SKILLS

WordPress	● ● ● ● ●	Figma	● ● ● ● ●
Microsoft SQL Server	● ● ● ● ●	Microsoft Access	● ● ● ● ●
SQL Server	● ● ● ● ●	MySQL	● ● ● ● ●
phpMyAdmin	● ● ● ● ●	Database management	● ● ● ● ●
Microsoft Visio	● ● ● ● ●	Microsoft Project	● ● ● ● ●
FTP	● ● ● ● ●	Django	● ● ● ● ●
Java	● ● ● ● ●	Scheme	● ● ● ● ●
CSS	● ● ● ● ●	HTML	● ● ● ● ●
Python	● ● ● ● ●	Microsoft PowerPoint	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●	Microsoft Excel	● ● ● ● ●
Microsoft Word	● ● ● ● ●	Web Servers	● ● ● ● ●
Microsoft Visual Studio	● ● ● ● ●	Linux	● ● ● ● ●
Odoo	● ● ● ● ●	VMware	● ● ● ● ●
Google Analytics	● ● ● ● ●	Trello	● ● ● ● ●
Google Sheets	● ● ● ● ●	Google Ads	● ● ● ● ●
Marketing Strategies	● ● ● ● ●	Social media expert	● ● ● ● ●
Calculating ROI	● ● ● ● ●	SEO proficiency	● ● ● ● ●
Prospecting customers	● ● ● ● ●	Content marketing	● ● ● ● ●
Social media tools	● ● ● ● ●	Facebook expertise	● ● ● ● ●
Campaign development	● ● ● ● ●	Campaign management	● ● ● ● ●
ERP NEXT	● ● ● ● ●	Servers	● ● ● ● ●

## LANGUAGES

Arabic



English



## INTERESTS

Continuous learning, Discover the latest tools used in artificial intelligence, Interest in the field of networks and software

## COURSES

### Linux

Training (Linux) , Canadian International College – CIC, 10 April 2022 (expires 23 April 2022)

### Security Fundamental

Training (Security Fundamental) , Canadian International College – CIC, 10 April 2021 (expires 23 April 2021)

### Introduction of Python

Training (Introduction of Python) , Canadian International College – CIC, 10 April 2020 (expires 23 April 2020)

## CERTIFICATES

### Certificate of Completion – TOT (Training of Trainers)

Issued by the *Technical and Vocational Training Corporation (TVTC), Saudi Arabia* and *Sahm Accredited Training Center*.

This certificate confirms that **Mostafa Ahmed Hussein Mohammed** successfully completed the **Training of Trainers (TOT)** program delivered remotely. The program consisted of **20 accredited training hours** over **6 days**, according to certificate number **611168611**.

### Certificate of Completion – Training Package Development & Design

Issued by the *Technical and Vocational Training Corporation (TVTC), Saudi Arabia* and *Sahm Accredited Training Center*.

This certificate confirms that **Mostafa Ahmed Hussein Mohammed** successfully completed the **Training Package Preparation and Design** program delivered remotely. The program included **15 accredited training hours** over **3 days**, under certificate number **611196723**.