Ahmad Dababseh | WordPress Developer

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PROFESSIONAL SUMMARY

WordPress Developer with 3+ years of experience building, maintaining, and optimizing WordPress websites with PHP, JavaScript, HTML, CSS, and Elementor Pro, including enterprise work at Emaar in Dubai and remote work for a US-based company. Experienced in website performance, caching, and Core Web Vitals, technical SEO, and analytics and tracking with Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, and Ahrefs. Comfortable managing staging environments, deployments, hosting, cPanel, and File Manager, and working independently across multiple priorities.

SKILLS

WordPress: Custom Themes & Plugins, Elementor Pro, Advanced Custom Fields (ACF), Divi Builder, WooCommerce, OpenCart, Theme & Plugin Management, Website Maintenance & Troubleshooting

Development: PHP, JavaScript, HTML, CSS, MySQL, React, Next.js, Node.js, Strapi (Headless CMS), Tailwind CSS, Bootstrap, REST APIs, Git

Performance & Caching: Core Web Vitals, Google PageSpeed Insights, GTmetrix, WP Rocket, LiteSpeed Cache, Page Speed Optimization

SEO & Analytics: Technical SEO, SEO & Website Audits, Ahrefs, Yoast SEO, Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, On-Page SEO, Keyword Research, Crawlability & Indexing

Hosting & Deployment: Hosting Platforms (WP Engine, cPanel) · File Access (SFTP, File Manager) · Staging Environments, Website Deployments & Migrations, Git

AI-Assisted Development: AI Coding Assistants, Prompt Engineering, AI-Assisted Debugging & Refactoring, Reviewing and Testing AI-Generated Code

Professional: Troubleshooting, Problem Solving, Communication, Team Collaboration, Working Independently, Managing Multiple Priorities

EXPERIENCE

WordPress Developer, Emaar **Dec 2025 – Nov 2026**

Dubai, UAE

- Managed, maintained, and regularly updated WordPress websites, including content, plugins, and themes.
- Improved website performance and loading speed using Google PageSpeed Insights and GTmetrix, and ensured responsiveness across devices and browsers.
- Troubleshot and resolved technical issues to keep websites stable and running smoothly.
- Implemented SEO strategies to improve search visibility and organic traffic.
- Built headless CMS projects using Strapi (Node.js) as the back end and Next.js with Tailwind CSS on the front end.
- Designed Strapi content models (collection types, components, relations) and exposed them through REST APIs.
- Migrated WordPress content into Strapi and developed responsive, reusable UI components that consume the APIs.
- Used AI-assisted development tools to speed up implementation, debugging, and learning new technologies.

WordPress Developer / SEO Specialist, Sam & Sons Services **Oct 2024 – Dec 2025**

Northern Virginia, USA (Remote)

- Developed and customized WordPress pages using Elementor Pro.
- Optimized website speed, performance, and Core Web Vitals, measured with Google PageSpeed Insights and GTmetrix.
- Implemented on-page SEO and keyword research to improve search engine rankings.
- Set up and managed website analytics and tracking using Google Analytics 4 (GA4), Google Tag Manager (GTM), and Google Search Console.
- Performed technical SEO and website audits using Ahrefs and Yoast SEO, and implemented fixes to improve crawlability and indexing.
- Resolved bugs and performance bottlenecks, ensuring responsive design and cross-browser compatibility.

WordPress Developer, Digital Solution Technologies **Apr 2023 – Feb 2024**

Amman, Jordan

- Developed and customized WordPress websites using Divi Builder, based on client requirements and business goals.
- Developed e-commerce platforms using OpenCart.
- Ensured mobile responsiveness, cross-browser compatibility, and SEO readiness (meta tags, headings, clean URLs).

PROJECTS

Personal Portfolio (ahmad-dababseh.vercel.app)

- Designed, built, and deployed a personal portfolio website on Vercel showcasing projects, skills, and experience.

Harmony Investments Website (hinco.ventures) **Nov 2023**

- Developed and customized a corporate WordPress website with responsive layouts, custom sections, and performance optimization.
- Enhanced user experience and website navigation based on business requirements.

Point of Sale System (GitHub) **Jan 2022**

- Led development using HTML, CSS, PHP, Bootstrap, and MySQL, with secure login, user management, and inventory and transaction modules.

EDUCATION

Bachelor of Software Engineering, The World Islamic Sciences & Education University **Feb 2022**

Full Stack Developer Upskilling Program (360 hours), HTU **Jan 2023**

LANGUAGES

Arabic (Native) | English (Professional)