

# Mahmoud Fawzy Tawfiq

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## OBJECTIVE

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Results-driven Web Developer specializing in Shopify and WordPress development, with extensive experience in building, customizing, and optimizing e-commerce and business websites. Strong background in marketing automation using tools like HubSpot, ActiveCampaign, and GoHighLevel. Passionate about creating efficient, scalable digital solutions that enhance the customer experience and support business growth.

## + WORK EXPERIENCE

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### Senior WordPress / Shopify / Front-End Developer – Comma Agency

*October 2024 - Present*

- Led the development and maintenance of multiple **WordPress** and **Shopify** sites, from domain acquisition to server setup and ongoing support.
- Customized **Shopify themes** and implemented custom features using **Liquid** and **CSS** to meet client requirements.
- Worked on **SEO optimization** using tools such as **WooRank** and **SEMrush**, including performance improvements and on-page SEO for higher search engine visibility.

### Marketing Automation Specialist - JMI

*June 2023 – May 2024, Giza, Egypt*

- Implemented and managed **marketing automation** solutions using **CRM** platforms such as **HubSpot**, **ActiveCampaign**, and **GoHighLevel**.
- Configured **CRM environments** tailored to client needs and integrated them with landing pages for lead nurturing.
- Developed automated workflows, landing pages, and email templates for **lead generation** and customer engagement.

### Senior WordPress / Shopify / Front-End Developer - JMI

*May 2020 – May 2023, Giza, Egypt*

- Led the development and maintenance of multiple **WordPress** and **Shopify** sites, from domain acquisition to server setup and ongoing support.
- Customized **Shopify themes** and implemented custom features using **Liquid** and **CSS** to meet client requirements.
- Worked on **SEO optimization** using tools such as **WooRank** and **SEMrush**, including performance improvements and on-page SEO for higher search engine visibility.
- Built and maintained landing pages for marketing campaigns using **Landingi**.

### Junior WordPress / Shopify / Front-End Developer – Worcbox

*October 2019 – April 2020, Cairo, Egypt*

- Built user interfaces for various company projects, collaborating with backend developers and designers to ensure seamless functionality and integration.

## Junior WordPress / Shopify / Front-End Developer - Jobzella.com

February 2018 – October 2019, Cairo, Egypt

- Assisted in the development of **WordPress** sites and worked on various **UI/UX tasks** to improve the overall website design and functionality.

**Data Entry Specialist - Jobzella.com**

*November 2017 – February 2018, Cairo, Egypt*

**Data Entry Specialist - Dar El Naskh**

*November 2010 – November 2017, Giza, Egypt*

## + PROJECTS

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### Some of my WordPress Projects:

- [hadaddi-ksa](#)
- [Motorsports Hub](#)
- [LMD Egypt](#)
- [LMD UAE](#)
- [Just Mention It](#)
- [Tanween Edu](#)
- [Tanween Pro](#)
- [Assafco](#)
- [Aracon](#)
- [IDMC Travel](#)
- [Mist Cafe](#)
- [Helm Egypt](#)
- [Soficopharm](#)

### Some of my Shopify Projects:

- [Eve Chantelle](#)
- [Wayup Sports](#)
- [Red Cotton](#)
- [Sheffield EG](#)
- [Cottonil AE](#)
- [Essentials EG](#)

## + TECHNICAL SKILLS

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**Web Development:** JavaScript, React.js, Next.js, Vue.js, Nuxt.js, HTML, CSS, Bootstrap, Sass, jQuery, jQuery UI, WordPress, Shopify, liquid.

**Marketing Automation:** HubSpot, ActiveCampaign, GoHighLevel, Lemlist, Zapier.

**SEO:** On-page SEO, performance optimization, keyword research with **WooRank**, **SEMrush**.

**Project Management:** Agile, Jira.

**Version Control:** GitHub, Bitbucket.

**Tools:** Browser DevTools, MS Office.

## + COURSES & CERTIFICATIONS

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- Certified Agile Software Foundation (SAFC) from Software Engineering Competence Center (SECC) in 2019.

## + ADDITIONAL SKILLS

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- ⊙ MS Office
  - Word
  - Excel

## + EDUCATION

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- ⊙ High School Diploma.

## + LANGUGES

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- ⊙ Arabic: Mother Tongue.
- ⊙ English: Excellent written & spoken.

## + PERSONAL INFORMATION

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- ⊙ Date of birth: **12/2/1992.**
- ⊙ Marital Status: **Single.**
- ⊙ Military Status: **Completed.**