Mahmoud Fawzy Tawfiq

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Portfolio: [Mahmoud Fawzy](#)

OBJECTIVE

I'm a web developer who enjoys building things that actually make sense to people - not just code that works, but products that feel alive and useful. Over the years, I've worked mainly with WordPress and Shopify, creating clean, fast, and functional websites that help brands grow and run smoothly.

Lately, I've been moving beyond just websites into full product building - using AI as part of my workflow to design, plan, and build complete apps from idea to launch. I'm currently the founder and developer of [Memory Farm](#), an AI-powered journaling platform that helps people track their emotions and see patterns in their lives to grow and understand themselves better.

I enjoy building products that challenge me to learn, solve real problems, and push what's possible with AI.

+ WORK EXPERIENCE

Founder & Developer - [Memory Farm](#)

June 2025 – Present

- Concept, architect, and build Memory Farm - an AI-driven emotional journaling and insights platform (web-first, responsive).
- Implemented block-based memory editor, mood tracking, calendar view, user follow system, and AI insights pipeline (limited daily insights per user to control cost).
- Built backend AI analysis services (GPT/LLM integration + custom prompt pipeline), analytics endpoints, and front-end components (React, Vite, Tailwind).
- Deployed and maintained full-stack app on Netlify / Railway; analytics and error logging in place.
- Responsible for product roadmap (phases for memory viewer rebuild, analytics, moderation, AI assistant).

Senior WordPress / Frontend Developer – WOT Agency

Oct 2025 – Present

- Lead development of high-performance **WordPress** sites, from domain acquisition to server setup and ongoing support with a focus on design, speed, and SEO.
- Collaborate with marketing and UX teams to optimize conversion and usability across multiple client projects.

Senior WordPress / Front-End Developer – Comma Agency

October 2024 – September 2025

- Led the development and maintenance of multiple **WordPress** sites, from domain acquisition to server setup and ongoing support.
- Worked on **SEO optimization** using tools such as **WooRank** and **SEMrush**, including performance improvements and on-page SEO for higher search engine visibility.

Senior WordPress / Front-End Developer - JMI

May 2020 – May 2024, Giza, Egypt

- Led the development and maintenance of multiple **WordPress** and **Shopify** sites, from domain acquisition to server setup and ongoing support.

- 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 / 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 / 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

Some of my WordPress Projects:
- [شريك الإبداعي في عالم التسويق الرقمي – Jazeel](#)
- [Motorsports Hub](#)
- [الرئيسية - الحياة السعيدة للسفر والسياحة](#)
- [عبق](#)
- [securesolutions.online](#)
- [مكتب الصادق للمحاماة](#)
- [سموق](#)
- [LMD Egypt](#)
- [City Furniture – Furniture Store](#)
- [دجاج فارم](#)
- [perfect bite](#)
- [Home – Almaza Travel](#)
- [PanGulf – Steel](#)
- [Quantum Pharma](#)
- [jcguidetravel](#)
- [Novacure](#)
- [elbagour-egypt.com – Egyptian clothes](#)
- [Laguna Global](#)
- [LMD UAE](#)
- [IES](#)
- [Alarabipublishing](#)
- [Just Mention It](#)
- [Tanween Edu](#)
- [Tanween Pro](#)

- [**Meka Egypt Tours**](#)
- [**Assafco**](#)
- [**Helm Egypt**](#)
- [**Soficopharm**](#)

Some of my Shopify Projects:

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

+ TECHNICAL SKILLS

Web Development: JavaScript, React.js, Next.js, Vue.js, Nuxt.js, HTML, CSS, Bootstrap, Sass, jQuery, jQuery UI, WordPress, Shopify (Liquid).

AI-Assisted Development: Building and optimizing full-stack projects using AI tools for faster prototyping, debugging, and automation — as used in developing *Memory Farm*.

Automation & Integrations: HubSpot, ActiveCampaign, GoHighLevel, Lemlist, Zapier, Make – connecting tools and automating workflows.

Performance & SEO: On-page optimization, site speed improvement, keyword strategy (WooRank, SEMrush).

Project Management: Agile workflow, Jira, cross-team coordination.

Version Control & Deployment: GitHub, Bitbucket, server & domain setup.

Other Tools: Browser DevTools, Microsoft Office Suite.

+ EDUCATION

- ⊙ **High School Diploma.**

+ LANGUSGES

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

+ PERSONAL INFORMATION

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