

Amr Ali Abdallah

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LinkedIn: [Amr Ali](#) | [Portfolio](#) | [GitHub](#)

Summary

WordPress and Shopify Developer with hands-on experience in both freelance and professional environments. Skilled in building high-performance, responsive, and SEO-optimized websites using WordPress, WooCommerce, and Shopify. Strong frontend foundation in HTML, CSS, JavaScript, and React. Experienced in full website lifecycle including development, customization, optimization, and deployment.

Technical Skills

WordPress Development: Elementor, WooCommerce, Theme Customization, SEO, Performance Optimization

Shopify: Theme Customization, Liquid, Store Setup, Performance Optimization

Frontend: HTML5, CSS3, JavaScript, React.js

Backend & Databases: PHP (WordPress Fundamentals), MySQL

Tools & Technologies: Git, GitHub, REST APIs

Languages: Arabic (Native), English (Proficient)

Experience

WordPress & Shopify Developer – ARQQA

Dec 2025 – Present

- Develop and maintain WordPress and Shopify websites for clients
- Customize Shopify themes using Liquid, CSS, and JavaScript
- Build and optimize WooCommerce and Shopify stores
- Improve website performance, speed, and user experience
- Troubleshoot technical issues and implement fixes

Freelance WordPress Developer

Sep 2025 – Present

- Built and maintained responsive, SEO-optimized WordPress websites using Elementor and WooCommerce.
- Customized WordPress layouts and styles using custom CSS to meet client and business requirements.
- Implemented performance optimization, basic SEO configuration, and cross-device compatibility.

Technologies: WordPress, Elementor, WooCommerce, HTML, CSS, PHP (WordPress basics), SEO tools

Relevant WordPress Experience

1. CarNa Service – Car Inspection Website [[Live Project](#)]

- Developed a full WordPress website for a real business
- Implemented SEO optimization and performance improvements
- Built responsive layouts using Elementor

Technologies: WordPress, Elementor, PHP, CSS, Yoast SEO

2. Personal Portfolio Website [[Live Project](#)]

- Designed and developed a personal portfolio website
- Focused on performance, responsiveness, and SEO

Technologies: WordPress Elementor, Custom CSS, Rank Math SEO

• E-commerce Websites (WordPress & Shopify)

- Built and customized online stores using WooCommerce and Shopify
- Improved product pages, checkout experience, and mobile responsiveness

Technologies: WooCommerce, Shopify, Liquid, CSS, JavaScript

Other Web Projects

1. Edusity – University Platform [[GitHub](#) | [Live Demo](#)]

- Developed a responsive university platform for students and faculty using React.js
- Improved user experience through structured navigation and reusable components
- Implemented clean UI with responsive design for multiple devices

• **Technologies:** React.js, HTML, CSS, Bootstrap

2. E-commerce (React) [[GitHub](#) | [Live Demo](#)]

- Built a responsive e-commerce application with product listing, filtering, and cart functionality
- Managed component-based architecture and state handling
- Enhanced user experience with dynamic UI updates

• **Technologies:** React.js, HTML, CSS, Bootstrap

3. E-Commerce Website (PHP) [[GitHub](#)]

- Developed a full-stack e-commerce website with product management and shopping cart system
- Implemented backend functionality for handling products and user interactions
- Connected frontend with MySQL database for dynamic data handling

• **Technologies:** PHP, HTML, CSS, Bootstrap

Education

Bachelor of Communication Engineering

Canadian International College, Cairo, Egypt

Sep 2019 – Jun 2024

Graduation Project: Firefighting Robot – Grade: A+

Certifications & Training

- **Embedded Systems Diploma (Remote) - ITI (2023)**
 - Focus on software for embedded systems
 - Graduation Project: Smart Home System

- **Full-Stack Development (MERN STACK)- MTec (2025)**
 - Completed a 72-hour intensive training program (Jun - Dec 2025)
 - Frontend & Backend development fundamentals
 - Node.js & Express.js
 - RESTful APIs
 - MongoDB
 - Authentication & authorization