MOHAMED GALAL

WordPress Development Team Lead | Senior SEO Specialist | Google Ads Search Campaign Specialist

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Portfolio: cv.autoarabs.com

PROFESSIONAL SUMMARY

Results-driven **WordPress Development Team Lead and Senior SEO Specialist with 7+ years of experience in WordPress development and search engine optimization**. Proven track record of delivering over **250 websites across 11 countries**, leading development teams, building scalable WordPress solutions, and implementing SEO strategies to improve organic visibility and website performance.

Experienced in translating Figma designs into responsive WordPress websites, developing custom themes and plugins, optimizing Core Web Vitals, and implementing technical SEO strategies. Skilled in Google Tag Manager setup, conversion tracking, and social media tracking pixel implementation.

Additionally, brings **6 months of hands-on Google Ads experience**, having launched and managed **11 Search campaigns targeting the Saudi Arabian market** across hotel bookings, digital media agency services, medical discount cards, and real estate brokerage platforms.

PROFESSIONAL EXPERIENCE

ReefX | Kuwait (Remote)

WordPress Developer Team Leader | *November 2025 – Present*

- Lead and mentor a team of developers to architect and deliver robust WordPress solutions for diverse corporate clients.
- Oversee code quality, project timelines, technical architecture, and development standards.
- Ensure the delivery of scalable, maintainable, and high-performance websites.

One Billion | Riyadh, Saudi Arabia (Remote)

WordPress & SEO Team Lead | *April 2025 – 2026*

- Led a cross-functional development team in building secure, scalable, and high-performance WordPress platforms.
- Developed and executed SEO strategies to improve organic visibility, search rankings, and website traffic.
- Managed technical SEO, website optimization, and search performance improvements across client projects.

Google Ads Specialist (Freelance) | *2026 – Present*

- Launched and managed 11 Google Ads Search campaigns targeting the Saudi Arabian market.
- Worked across hotel bookings, digital media agency services, medical discount cards, and real estate brokerage platforms.
- Implemented Google Tag Manager configurations and conversion tracking to measure campaign performance.

Digital Nests | Nasr City, Egypt

Senior WordPress Developer | *June 2025 – 2026*

- Designed, developed, and maintained custom WordPress websites for different business needs.
- Conducted website testing and implemented performance optimization techniques to improve loading speed and Core Web Vitals.

Comma | Dokki, Egypt

Senior WordPress Developer | *September 2024 – October 2025*

- Converted high-fidelity Figma designs into pixel-perfect, fully responsive WordPress websites.
- Developed custom themes, plugins, and website functionality based on project requirements.
- Performed troubleshooting, performance optimization, and UI/UX improvements.

KaiiLab | Beverly Hills, 6th of October, Egypt

Senior WordPress Developer | *June 2024 – September 2024*

- Built custom WordPress solutions by transforming Figma layouts into dynamic web pages.
- Optimized website performance and provided technical support and content management assistance.

Smart Solutions | Maadi, Egypt

Head of Google AdSense Department | *February 2023 – April 2024*

- Developed high-traffic blog websites designed for Google AdSense monetization.
- Managed website content strategies and implemented SEO practices to improve organic traffic and monetization opportunities.

GFOURA | Egypt

Web Developer | *April 2019 – February 2023*

- Developed and maintained websites and web applications using WordPress, Laravel, and React.js.
- Improved website performance and implemented SEO best practices.
- Contributed to website architecture, UI/UX implementation, and custom web development projects.

SELECTED SEO & GOOGLE ADS CASE STUDIES

CASE STUDY 1: Google Ads Search Campaign — Hotel Bookings

Industry: Hotel Reservations
Target Market: Saudi Arabia
Campaign Type: Google Ads Search
Campaign Period: October 1–18, 2026

Campaign Performance:

- **91 tracked leads**
- **SAR 29** average cost per lead
- **SAR 2,640** total advertising spend (approximately)
- Campaign duration: 18 days

Scope of Work:

- Search campaign setup and management.
- Keyword targeting and search intent optimization.
- Google Tag Manager setup and conversion tracking.
- Campaign performance monitoring and lead generation optimization.

Campaign Performance Screenshot:



CASE STUDY 2: SEO Growth — Saudi Arabian Home & Kitchen E-Commerce Website

Industry: Home, Kitchenware & Tableware E-Commerce
Target Market: Saudi Arabia
Platform: E-Commerce Website
SEO Management Start Date: August 13, 2026

The website sells home and kitchen products, including cutlery, plates, serving trays, cups, and other tableware products.

Google Search Console Performance — Last 6 Months:

- **111,000 total clicks**
- **1.63 million total impressions**
- **6.8% average CTR**
- **6.4 average search position**

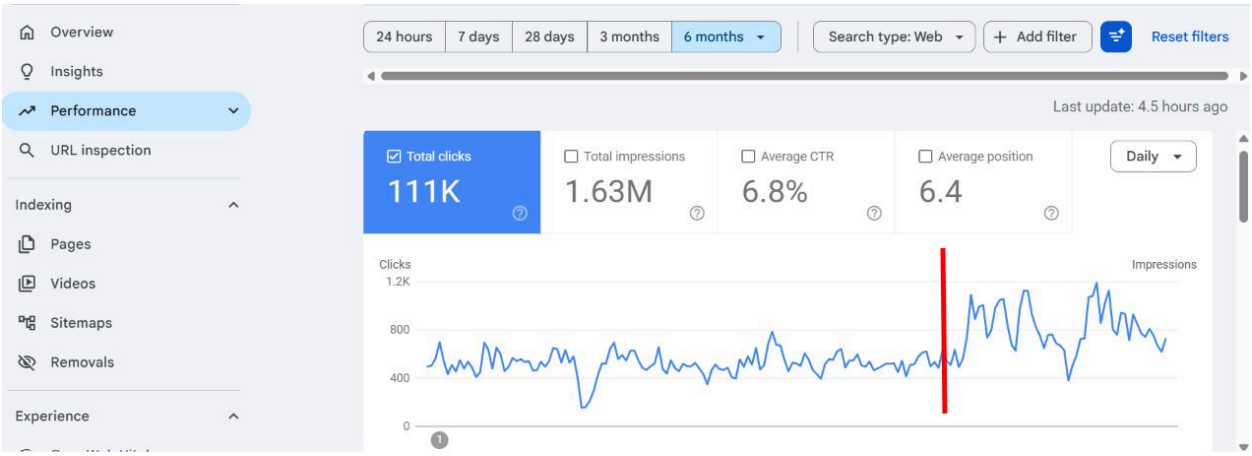
Performance Since Taking Over SEO — August 13, 2026, Onward:

- **50,300 total clicks**
- **675,000 total impressions**
- **7.5% average CTR**
- **6.1 average search position**

Scope of Work:

- SEO performance monitoring and optimization.
- Technical SEO and indexing improvements.
- Search visibility and organic traffic growth.
- Search Console analysis and ongoing SEO strategy implementation.

Google Search Console Screenshots:



CASE STUDY 3: SEO Launch — Saudi Arabian Real Estate Brokerage Platform

Industry: Real Estate Brokerage
Target Market: Saudi Arabia
SEO Management: From Website Launch
Reporting Period: August 3 – October 17, 2026

Managed SEO for a newly launched real estate brokerage website in Saudi Arabia, starting from its launch.

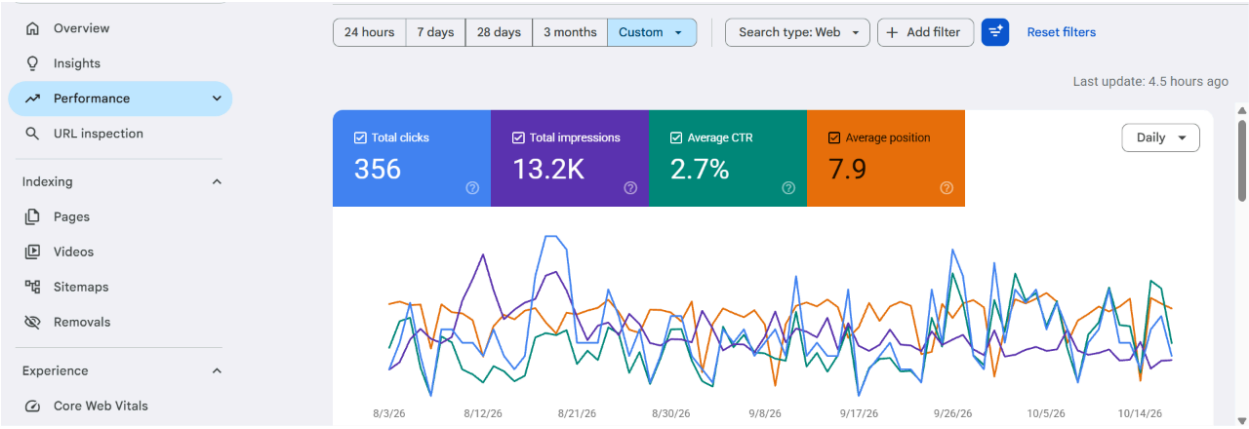
Google Search Console Performance:

- **356 total clicks**
- **13,200 total impressions**
- **2.7% average CTR**
- **7.9 average search position**

Scope of Work:

- SEO setup and optimization from launch.
- Technical SEO and indexing monitoring.
- Search performance analysis.
- Organic visibility development for a new website.

Google Search Console Screenshot:



TECHNICAL & MARKETING SKILLS

- **WordPress Development:** Custom Themes & Plugins, Child Themes, Hooks, Filters, Custom Post Types, REST API Integration.
- **Page Builders & E-Commerce:** Elementor, Custom Widgets, Dynamic Content, WooCommerce Customization, Payment Gateways, Third-Party APIs.
- **Programming & Frameworks:** PHP, MySQL, HTML5, CSS3, JavaScript (ES6+), React.js, Laravel, Git.
- **SEO & Organic Growth:** Technical SEO, On-Page SEO, Keyword Research, Internal Linking, Structured Data, Indexing Optimization, Google Search Console, Google Analytics.
- **Website Performance:** Core Web Vitals, Page Speed Optimization, Caching, Image Optimization, Website Audits.
- **Google Ads:** Search Campaign Setup & Management, Keyword Targeting, Search Terms Analysis, Negative Keywords, Ad Copy Optimization, Conversion Tracking.
- **Analytics & Tracking:** Google Tag Manager Setup, GA4, Conversion Tracking, Social Media Pixel and Tracking Tag Implementation, Microsoft Clarity.
- **Development Tools:** cPanel, FTP, Canva, Adobe Photoshop.

EDUCATION & CERTIFICATIONS

- **Comprehensive Media Buying Certification** | *2026*
    - Training in digital advertising strategies across Google Ads, Meta, YouTube, X, Snapchat, TikTok, and LinkedIn.
- **Software & Web Design Certification — PHP Track** | ITI (Information Technology Institute), Menofia, Egypt.
- **Web Design Certification — .NET Track** | Russian Cultural Center, Dokki, Egypt.

SELECTED WEB PROJECTS

- **One Billion** (Saudi Arabia) — Digital Agency Platform: onebillionagency.com

- **At Home** (Egypt) — Furniture E-Commerce: athome-egy.com
- **Ocean Pearl** (Saudi Arabia) — Yacht Rental Service: oceanp.net
- **Anchor Marble** (Egypt & Saudi Arabia) — Marble Trading Platform: anchormarble.com
- **Core-Insight** (Egypt) — Business Consulting: core-insight.com
- **Auto Arabs** (Egypt) — Automotive News Portal: autoarabs.com

LANGUAGES

- **Arabic:** Native
- **English:** Professional Working Proficiency