

MENA BOULES FOUAD

WEB DEVELOPER - CMS DEVELOPER - INSTRUCTOR

Egypt , ismailia | minaboules@consultant.com | www.minaboules.com | +20 01222112819 | [Linkedin](#) | [Youtube](#)

A results-driven web developer with over 5 years of experience in building and maintaining dynamic websites and applications. Known for delivering scalable, user-focused solutions and consistently contributing to the success of digital projects.

AREA OF EXPERTISE

Front-End Development	SEO-Friendly Development	Website Performance Optimization
CMS Integration & Management	Cross-Browser Compatibility	Responsive Design

KEY ACHIEVEMENTS

- **Project Delivery.** Designed and launched over 50 custom WordPress websites, each optimized for performance, responsiveness, and SEO, resulting in increased client engagement and satisfaction.
- **Client Retention.** Achieved 90%+ client retention by delivering consistent, high-quality design and development services tailored to business goals.
- **Corporate Website Development.** Led the development and optimization of official websites for international perfume brands Lelas and Osmanlı Oud, enhancing user experience and brand presence across global markets.

PROFESSIONAL EXPERIENCE

Web Developer , Pissarde Group [Turkey] Jan 2024 - Present

- Developed and managed high-performance WordPress websites for brands under Pissarde Group (e.g., Lelas, OsmanliOud, NurXos, Femascu), enhancing their online presence and revenue growth.
- Optimized website speed (Core Web Vitals) and SEO, improving search rankings and user experience.
- Built and maintained e-commerce stores using WooCommerce, implementing secure payment gateways and streamlined checkout processes.

Head of Developers , Sunmed Agency [Nasr City, Egypt] Jan 2023 - 2025

- Enterprise WordPress Development
- Led development of 60+ custom WordPress solutions, including 15+ complex installations with headless architectures and bespoke plugin ecosystems for clients in healthcare, legal, and e-commerce sectors.
- Technical Team Leadership
- Managed a cross-functional team of 8 developers and 5 designers, implementing standardized coding practices that reduced bug resolution time by 40%.

CMS Developer, mkayn.com [Saudi Arabia] Jan 2021 - 2023

- Enterprise E-Commerce Development
- Designed and deployed 25+ high-performance PrestaShop stores handling 500+ daily transactions, with custom integrations for Saudi payment gateways (Mada, STC Pay).
- Full-Cycle Project Ownership
- Led projects from UX design to launch, creating conversion-optimized interfaces that increased average order value by 22% across client stores.
- Technical SEO Implementation

- Trained 10,000+ international students in hands-on website development through:
- Comprehensive WordPress/WooCommerce bootcamps
- Live coding sessions (HTML/CSS, PHP, JavaScript)

Web Developer - Kingston Business Academy [UAE , DUBAI]**Jan 2020**

- Built and Managed the academy's flagship WordPress/LMS platform, increasing learner engagement by 45% through:
- Integration with UAE's National Qualifications System
- Trainee Experience Revolution
- Redesigned the platform UX/UI, reducing course dropout rates by 30% through:

EDUCATION**Faculty Of Commerce****Preparing**

Suez Canal University | Ismailia, Egypt

- **Business Strategy:** Developed strategic planning skills through coursework in marketing, management, and organizational behavior.
- **Data Analysis:** Gained proficiency in business statistics, data interpretation, and market research techniques.
- **Digital Commerce:** Explored e-commerce trends, digital marketing, and financial technologies (FinTech).
- **Communication & Negotiation:** Enhanced report writing, presentation, and negotiation skills through case studies and group projects.

SKILLS

- **Frontend :** HTML5, CSS3, Sass, JavaScript (ES6+), React.js, jQuery
- **Basic Backend :** PHP, MySQL
- **WordPress :** Theme Development , Plugin Development (OOP), WooCommerce, WP REST API
- **E-Commerce :** Mada/STC Pay Integration, VAT Solutions, Subscription Models
- **Performance :** Core Web Vitals Optimization, Lighthouse, WebP/AVIF Conversion
- **Security :** WordPress Hardening, Malware Prevention, Two-Factor Auth
- **Design Tools UI UX :** Figma, Adobe XD, Photoshop
- **Personal Skills :** Problem-Solving , Team Leadership , Communication , Adaptability , Time Management , Mentorship , Attention to Detail , Creativity
- **Other Skills :** Git,Gitlab, Cpanel , Hosting Manegment, Technical Services

PROJECTS

- **E-Commerce Projects :** [Lelas E-Commerce](#) - [Osmanlioud E-Commerce](#) - [Femascu E-Commerce](#) - [Nurxos E-Commerce](#) - [Mkayn E-Commerce](#) .
- **E-Learning Projects :** [Netlab Academy](#) - [KBA Academy](#) - [Medicalmasteryuk](#) - [Nadeembarakat](#) - [SOFM E-Learning](#) - [Entreprenelle](#)
- **Informative Projects :** [Winmarketagency](#) - [SHADES](#) - [innovateserv](#) - [DR.GHADA](#) - [Mokhtus](#) - [Sunmed Agency](#).

ADDITIONAL INFORMATION

- **Languages:** English B2 , Deutsch A2 - B1.
- **Awards/Activities:** 1st National Programming Champion (Ana Talab Masry) , 1st Ismailia Governorate Gold Medalist , Excellence Shield (Ministry of Education)
- **Certifications:** Full Stack Development (1 Million Arab Coders) , MTA: HTML5 (Microsoft), IBM Web Development , UI/UX Design (Udemy) , Social Media Marketing (HP) , Certified International Trainer (Kingston College UK) , German A2 , Digital Marketing (Google)