Ruba Abdel Rhman Mohammed Ahmed Tambal

Freelance WordPress Specialist | Frontend Web Developer
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Summary

WordPress Specialist and Frontend Web Developer with a strong academic background in Information Technology and a Master's degree in Information Security. Experienced in building responsive, user-focused websites with expertise in WordPress theme and plugin development, Elementor, Gutenberg, Advanced Custom Fields (ACF), custom post types, and multilingual websites. Skilled in performance optimization, SEO best practices, and modern frontend technologies including HTML5, CSS3, JavaScript, jQuery, PHP, Bootstrap, Tailwind, React, and Next.js. Proficient with development tools such as Git, GitHub, Visual Studio Code, Postman, Figma, and Canva, with a proven ability to convert Figma designs into fully functional WordPress websites while delivering customized solutions that meet client expectations and achieve business goals.

Experience

WordPressDesign and Development Freelancer
Mostaqel

Jun 2022 - present

- Designed and customized WordPress themes, improving visual consistency and user experience by up to 40%.
- Developed and 100% customized plugins.
- Built fully responsive, multilingual websites, achieving 100% compatibility across mobile, tablet, and desktop devices.
- Enhanced website performance by 35–60% through SEO best practices, clean code optimization, and advanced image compression techniques.
- Managed website content and configurations, reducing update and maintenance time by 30%.
- Implemented security configurations and hardening measures, decreasing vulnerabilities and security risks by up to 50%.
- Customized WordPress dashboards to match client workflows, increasing admin efficiency and usability by 25%.
- Delivered customized solutions that met client expectations and achieved their business goals.
- Integrated external APIs with WordPress plugins using Postman for testing.

Projects

[El-Araby Website](#) – WordPress Developer
- Converted client-provided Figma design into a fully functional WordPress website using Elementor and Astra, with custom post types and UI enhancements via CSS and JavaScript.

[Mauritania by Report (MBR)](#) – WordPress Developer
- Designed and developed a fully responsive WordPress website using Gutenberg Block Editor and Advanced Custom Fields (ACF) to create flexible, easily manageable content.

[Bet-ElMost3ml](#) – WordPress Developer
- Redesigned a WordPress website and customized the interface using Elementor Pro, including the creation of Custom Post Types to enhance content management and website functionality.

Skills

- Programming Language and Framework: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Tailwind, React, Next.js, and PHP.
- Software programs and Tools: Microsoft 365 (MS-102 Certified), Visual Studio, Xampp, PhpMyAdmin, Postman, Figma, Canva, Adobe Illustrator, GIMP, Git and GitHub.
- Language: Arabic, English.

Certifications

- ISTQB®CTFL | Microsoft 365 Administrator (MS-102) | Azure Fundamentals (AZ-900) | ITIL® Foundation