



ISMAIL MOUSLIH

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PROFIL

Motivated Moroccan WordPress developer with over 3 years of experience creating and managing WooCommerce and WordPress websites. Skilled in frontend customization, plugin integration, and site optimization. I've completed more than 5 client projects, delivering high-performance sites with modern UI, SEO best practices, and fast load times. Seeking a remote opportunity to grow within a collaborative and client-focused team.

PROJETS

Jumia Track :

Order tracking application for Jumia sellers, developed with Laravel 10.

Key features:

- Barcode scanning to register orders
- Weekly import of CSV files from Jumia

Automatic data analysis to generate reports on missing, undelivered, and other critical order statuses.

EXPÉRIENCE

WordPress Store Manager & Developer

Freelance — Morocco

[2023 – March 2025]

- Managed and developed two WooCommerce stores, handling full setup, theme customization, plugin integration, and SEO optimization.
- Ensured high performance and responsiveness across all devices, with custom product pages and streamlined checkout flow tailored to Moroccan users.
- Delivered stores optimized for load speed, user experience, and organic search traffic growth.

WordPress Developer – Sanitary & Hardware Store Project

Freelance — Morocco

[Dec 2023 – March 2025]

- Developed a WooCommerce store for sanitary and hardware products with performance optimization and tailored UX.
- Created a custom product suggestion plugin that tracks user navigation behavior ("footsteps") to display personalized product recommendations based on recently viewed and related product categories.

- Enhanced engagement and conversion by adapting suggestions in real-time to client interests.
- Implemented multilingual support, advanced filtering, and backend tools for easy product management.

Lead Developer – Laboratory Wholesale Website

Freelance — Morocco

[June 2025 – ongoing]

- Fully set up the website from scratch, including domain configuration, DNS management, and CDN integration via Cloudflare.
- Configured hosting environment using cPanel, managed SSL, PHP versions, and performance settings.
- Installed and customized themes, applied key security measures (firewall, bot protection, HTTPS enforcement) through Cloudflare and WordPress tools.
- Designed a scalable product catalog system with clear categorization, optimized for future transition to a full WooCommerce store.
- Ensured responsive layout, fast load times, and email deliverability setup for contact forms and notifications.

SKILLS

- **BACK-END:** PHP, Laravel
- **CMS:** WordPress, WooCommerce, Elementor, WPBakery
- **Frontend:** HTML, CSS, JavaScript (basic)
- **Plugins & Tools:** Yoast SEO, WP Rocket, Loco Translate
- **Performance:** PageSpeed optimization, image compression, lazy loading
- **Hosting:** Shared hosting, cPanel, Shh
- **Other:** Git (basic), Command Line (learning wget/curl), SEO, GA4 basics

ÉDUCATION

Diploma: Specialized Technician	[2022-2024]
Digital Development – Full Stack	
ISTA CHMAOU – SALE	

Scientific Baccalaureate	[2021-2022]
Baccaurat science physique (Equivalent Pre-University Diploma)	
MED JAMAL DORRA High school - SALE	

LANGUES

- **Arabic:** Native
- **French :** Professional
- **English :** Intermediate (strong technical reading/writing skills)