

# LIONEL SELLAM

## WEB DEVELOPER

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### SUMMARY

- Web Developer specialized in WordPress, with a Full Stack certification from ITC (Israel).
- Hands-on experience building websites using WordPress, Elementor, and WooCommerce.
- Strong foundations in modern web development gained through client projects and formal training.
- Motivated to grow within a collaborative tech team and contribute to real-world projects.
- Passionate about coding, continuous learning, and professional growth.
- Comfortable using AI-assisted development tools (Cursor) to optimize workflows and delivery speed.

### PROFESSIONAL EXPERIENCE

#### Entrepreneur & Web Developer | My Digital Gardener & Freelance

2020 - Present

- Launched as a Freelance Web Developer, designing and developing showcase and e-commerce websites using WordPress, and WooCommerce.
- Delivered end-to-end projects from client briefing to deployment, including custom themes, performance optimization, SEO, and mobile responsiveness.
- Co-founded My Digital Gardener, a digital agency building complete ecosystems combining websites, social media, and lead generation.
- Co-managed client projects covering branding, digital strategy, and hosting, while ensuring seamless project delivery and client satisfaction.
- Built and led a network of creative partners (graphic designers, videographers, copywriters) to deliver comprehensive digital solutions.
- Worked across diverse industries (education, events, SMEs, local businesses, e-commerce) with a focus on measurable results and growth.
- Leveraged AI-assisted development tools (Cursor) to accelerate development cycles, improve code quality, debugging, and refactoring while maintaining full technical control.

#### Full Stack Developer | Metah.Net

2019 - 2020

- Worked on various client WordPress websites under supervision
- Customized themes and plugins, managed content and visual consistency
- Gained first experience with client-facing work and project delivery
- Scalable websites using : HTML, CSS, JavaScript, and frameworks ( Angular ).
- Tested and troubleshooted websites to identify and resolve bugs or coding issues.

### TECHNICAL SKILLS

ReactJS, HTML, CSS, TypeScript, Node.js, Express, SQL, MongoDB, Firebase, Git, GitHub, Webpack, NPM, WordPress, Shopify, AI-assisted development (Cursor), Jira, Asana, Slack, Figma

### EDUCATION

#### Full Stack Web Development Trainee

Israel Tech Challenge (ITC) | 2022 – 2023

- Intensive hands-on training in the MERN stack (JavaScript, MongoDB, Express.js, ReactJS, Node.js)
- Built several full-stack applications in team settings, including user authentication, REST APIs, and responsive UIs
- Used version control (Git), task management tools (Jira), and design collaboration tools (Figma)

### MILITARY SERVICE

2014 - 2017

- Combat soldier in : Golani elite unit
- Northern Command Major General's Excellence Award
- Golani Brigade Commander's Excellence Award

### ADDITIONAL INFORMATION

- **Languages:** French - Native | English - Full professional proficiency | Hebrew - Full Professional Proficiency
- **Certifications:** Israel Tech Challenge Full Stack Development Program.