

YOUNES ABBASI

WordPress Developer | Custom Themes & Plugins | WooCommerce | Elementor | SEO

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WordPress Developer with extensive experience building, managing, and optimizing business, eCommerce, and content-driven websites. Skilled in custom WordPress theme and plugin development, WooCommerce, Elementor, PHP, MySQL, JavaScript, AJAX, WordPress hooks, and APIs.

Delivered approximately 50 WordPress projects, primarily responsive Elementor and WooCommerce websites, while more recently expanding into fully custom-coded WordPress themes, plugins, and dynamic functionality. Experienced in converting visual references and business requirements into responsive, manageable websites.

Combines hands-on WordPress development with a strong background in technical SEO, website management, performance optimization, and organic growth. Experienced in remote collaboration, monthly reporting, full-time development teams, and end-to-end ownership of client websites.

CORE SKILLS

WordPress Development

Custom WordPress Plugin Development, Custom Theme Development, Plugin Customization, WordPress Hooks and APIs, Custom Post Types and Taxonomies, Custom Database Tables, CRUD Operations, Dynamic Content, Theme Integration, WordPress Administration

eCommerce & Page Building

WooCommerce, Elementor, Responsive Website Development, Product and Shop Page Customization, Corporate Websites, Landing Pages

Programming & Database

PHP for WordPress, MySQL, SQL, \$wpdb, REST APIs, WordPress AJAX, JavaScript ES6+, jQuery, HTML5, CSS3, Sass

SEO & Website Optimization

Technical SEO, On-Page SEO, Keyword Research, Google Search Console, Website Auditing, Internal Linking, Content Optimization, Performance Optimization

Tools

Git, GitHub, Adobe Photoshop, Figma

PROFESSIONAL EXPERIENCE

Freelance WordPress Developer | Self-employed | Remote

April 2020 – Present

- Delivered approximately 50 WordPress websites across corporate, eCommerce, educational, publishing, and content-focused projects, primarily using Elementor and WooCommerce.
- Translated visual references, client requirements, and static front-end layouts into responsive, dynamic WordPress websites manageable through the WordPress dashboard.
- Built custom WordPress themes and developed site-specific plugins and functionality using PHP, MySQL, JavaScript, AJAX, WordPress hooks, APIs, custom database tables, and CRUD workflows.
- Developed and customized WooCommerce stores, product and shop pages, landing pages, dynamic content structures, and reusable website components for desktop, tablet, and mobile devices.
- Provided ongoing website maintenance, technical troubleshooting, plugin and theme customization, performance optimization, technical SEO, and long-term client support.

WordPress Developer | Stoor ↗ | Tehran, Iran | Full-time · On-site

August 2025 – February 2026

- Worked as a full-time WordPress Developer within the company's website development team.
- Built and delivered responsive WordPress and WooCommerce websites using Elementor and project-specific requirements.
- Converted visual references and business requirements into dynamic, manageable WordPress websites.
- Customized page layouts, product pages, shop structures, and responsive behavior across desktop, tablet, and mobile devices.
- Diagnosed and resolved WordPress, Elementor, styling, responsive design, and plugin-related issues.
- Contributed to the development and delivery of multiple eCommerce projects during the six-month engagement.

WordPress Website Manager & SEO Specialist | Pukasaze ↗ | Tehran, Iran | Remote

December 2022 – June 2026

- Held end-to-end responsibility for the company's WordPress website under renewable annual remote contracts.
- Designed, developed, maintained, and continuously improved website pages based on business and marketing requirements.
- Managed content publishing, WordPress administration, technical troubleshooting, website updates, and ongoing maintenance.

- Planned and implemented keyword research, on-page SEO, technical SEO, internal linking, and content optimization.
- Monitored organic performance through Google Search Console and submitted structured monthly reports.
- Grew the website's organic search visibility and traffic through continuous technical, content, and website improvements.

Website & SEO Manager | Chiman Publishing Institute ↗ | Tehran, Iran | Remote

April 2023 – January 2024

- Managed website and SEO operations for an ASP.NET-based publishing website.
- Reviewed and approved website changes before implementation and release.
- Coordinated technical, content, structural, and SEO-related work across the website.
- Audited the website, identified technical and organic visibility issues, and managed corrective actions.
- Oversaw on-page SEO, internal linking, website structure, content implementation, and search performance.
- Helped restore damaged pages, links, rankings, and organic visibility following previous website issues.

Digital Marketing Manager | NikArad Industrial & Construction Group | Tehran, Iran | Remote-Hybrid August 2018 – March 2020

- Managed the company's website, SEO activities, and broader digital marketing operations.
- Supervised the website and SEO specialist responsible for day-to-day implementation.
- Reviewed website performance, content execution, SEO progress, and technical tasks.
- Coordinated priorities remotely and attended the company approximately once or twice per week for reviews.
- Maintained responsibility for the company's online presence and organic growth strategy.

Website & SEO Specialist | NikArad Industrial & Construction Group | Tehran, Iran | On-site

August 2016 – July 2018

- Launched and managed the company's WordPress website.
- Improved the website's structure, usability, performance, and content over time.
- Conducted keyword research, on-page SEO, content optimization, and technical improvements.
- Developed the company's organic search presence and supported inbound customer acquisition.
- Progressed from hands-on website and SEO execution into a digital marketing management role.

SELECTED PROJECTS

AryaProgram — Custom WordPress Theme Development ↗

Converted a static HTML/CSS frontend into a fully custom WordPress theme using PHP, WordPress templates, hooks, filters, and JavaScript, without page builders or pre-built themes.

TechMarket — WooCommerce & Custom API Integration ↗

- Developed a WooCommerce electronics store and built a custom WordPress plugin integrating an external REST API for scheduled product and price synchronization.

Pukasaze — WordPress Management & SEO Growth ↗

- Managed long-term WordPress development and SEO, reaching a documented 12-month GSC snapshot of 94.4K clicks and 2.16M impressions, alongside multiple #1 Google rankings.

Irani Market — Multivendor WooCommerce Marketplace ↗

- Developed a bilingual multivendor marketplace using WooCommerce, Dokan, Elementor Pro, JetEngine, and AJAX-powered product filtering.

EDUCATION

Bachelor's Degree in Accounting | Takestan Institute of Higher Education | Takestan, Iran

2008 – 2012

SELECTED PROFESSIONAL DEVELOPMENT

WordPress Development: Custom Theme & Plugin Development — 7Learn | 2024

The Complete JavaScript Course: From Zero to Expert! — Jonas Schmedtmann, Udemy | Certificate of Completion, 2023

Web Design Specialist Program — 7Learn | 2020

Search Engine Optimization — Tehran Technical Complex | In-Person Training, 2017

LANGUAGES

English Professional Working Proficiency

Persian Native