

YOUNES ABBASI

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

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WordPress Developer with professional experience building, managing, and optimizing business, eCommerce, educational, publishing, and content-driven websites. Delivered approximately 50 WordPress projects using WooCommerce, Elementor, and custom WordPress development.

Experienced in developing fully custom WordPress themes, custom plugins, and project-specific functionality using PHP, OOP PHP, MySQL, JavaScript, AJAX, WordPress hooks and APIs, custom taxonomies, and REST API integrations. Recent custom projects include complete theme development, modular plugin architecture, advanced WooCommerce customization, AJAX workflows, and dynamic content systems.

Combines hands-on WordPress and WooCommerce development with a strong background in technical SEO, website performance, troubleshooting, and long-term website management. Experienced in converting static front-end interfaces and visual references into responsive, maintainable WordPress websites.

CORE SKILLS

WordPress Development

Custom Theme Development, Custom Plugin Development, WordPress Hooks & APIs, Custom Post Types & Taxonomies, Term Meta, Custom Database Tables, CRUD Operations, Dynamic Content, Gutenberg / Block Editor, WordPress Administration

eCommerce & Page Building

WooCommerce Development & Customization, WooCommerce Hooks & APIs, Product & Shop Templates, Product Meta, AJAX Cart, Cart Fragments, Classic Checkout, My Account, Elementor, Responsive Website Development

Programming & Database

PHP for WordPress, OOP PHP, MySQL, SQL, \$wpdb, REST API Integration, 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 business, eCommerce, educational, publishing, and content-driven projects using WooCommerce, Elementor, and custom WordPress development.
- Developed fully custom WordPress themes, custom plugins, and project-specific functionality using PHP, OOP PHP, MySQL, JavaScript, AJAX, WordPress hooks and APIs, custom taxonomies, and reusable components.
- Converted static HTML interfaces, visual references, and business requirements into responsive, dynamic WordPress websites, including custom WooCommerce product, shop, cart, checkout, and account experiences.
- Provided ongoing website maintenance, troubleshooting, performance optimization, technical SEO, and long-term client support.

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

August 2025 – February 2026

- Built and delivered responsive WordPress and WooCommerce websites as part of the company's development team, using Elementor and project-specific requirements.
- Converted supplied visual references and business requirements into dynamic, manageable websites, including product pages, shop structures, and responsive layouts.
- Worked on eCommerce functionality, WordPress customization, and troubleshooting across Elementor, plugins, styling, and responsive behavior.
- Contributed to the development and delivery of multiple client eCommerce projects during the six-month engagement.

- Held end-to-end responsibility for the company's WordPress website across long-term remote engagements, covering website development, administration, maintenance, content publishing, and technical troubleshooting.
- Led keyword research, on-page SEO, technical SEO, internal linking, content optimization, indexing, and website performance improvements.
- Monitored organic performance through Google Search Console and delivered structured monthly SEO reports to guide ongoing optimization.
- Reached a documented 12-month Google Search Console snapshot of 94.4K clicks and 2.16M impressions, alongside multiple #1 Google rankings and a Featured Snippet.

Website & SEO Manager | Chiman Publishing Institute ↗ | Tehran, Iran | Remote**April 2023 – January 2024**

- Managed website and SEO operations for an ASP.NET-based publishing and eCommerce website affected by significant technical, indexing, content, and organic visibility issues.
- Conducted a comprehensive SEO audit identifying thousands of spam and invalid URLs, 404 errors, redirect and indexing problems, metadata issues, thin content, structured-data gaps, and website performance concerns.
- Led keyword research, on-page SEO, content optimization, internal linking, and search-performance monitoring while coordinating server- and code-level fixes with the technical development team.
- Helped stabilize organic search performance and return the website to a healthier recovery trajectory, reaching a documented Google Search Console snapshot of 6.3K clicks, 90.9K impressions, 6.9% CTR, and an average position of 8.5.

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

- Led the company's digital marketing activities across SEO strategy, website optimization, content planning, online visibility, and digital growth.
- Coordinated website, SEO, content, and technical priorities while continuing to oversee the company's online presence and organic search performance.

Website & SEO Specialist | NikArad Industrial & Construction Group | Tehran, Iran | On-site**August 2016 – July 2018**

- Launched and managed the company's WordPress website, improving its structure, usability, performance, and content over time.
- Conducted keyword research, on-page SEO, content optimization, internal linking, and technical improvements to strengthen organic visibility and support inbound customer acquisition.

SELECTED PROJECTS

Stone Samin — Custom WordPress & WooCommerce Development ↗

- Developed a fully custom RTL WordPress and WooCommerce store with a custom theme and modular OOP PHP core plugin, including custom product taxonomies, sale-unit logic, advanced filtering, AJAX cart interactions, and customized shop, checkout, and account experiences.

TB Land — Fully Custom WordPress Theme ↗

- Developed a fully custom WordPress theme using PHP, JavaScript, and CSS, featuring modular templates, secure multi-step AJAX consultation workflows, custom contact forms, and enhanced RTL article-reading functionality.

TechMarket — WooCommerce & Custom API Integration ↗

- Developed a WooCommerce electronics store and built a custom WordPress plugin integrating an external REST API for automated 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 and a Featured Snippet.

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