

Khaled Mahmoud Abdellah

Technical & Digital Solutions Lead

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PROFESSIONAL SUMMARY

I work where technology and business needs meet. My core background is in WordPress, PHP, websites, and technical operations, with recent applied work in digital products, integrations, and CRM/ERP analysis.

EXPERIENCE

2024 — Present	Optimum Target for Marketing & Business Development Technical Manager Leading the technical side of marketing and business-development projects and turning client needs into deliverable websites, landing pages, and digital solutions.
2022 — 2024	GBOS Business Development Technical Manager Managed technical delivery, website handover, requirements organization, hosting, business email, and digital services support.
2020 — 2022	Yafa Mac Real Estate Development IT Manager Supported users and systems, maintained web services, and handled day-to-day technical operations.
2016 — 2021	ProSky Business Development Founder & Technical Manager Founded and managed a web, marketing, and technical-support practice covering client relationships, delivery, hosting, handover, and maintenance.
2013 — 2016	Northern Region Systems Institute Technical Support & Operations User support, systems operations, and technical issue handling within a structured environment.
2023 — 2025	Alam Abwab Digital Marketing Paid Media & Technical Services Campaign and technical support work around lead generation, landing pages, and tracking.

2022 — 2023

MMT — Misr Micro Tech

Web Developer

Website development and maintenance, WordPress changes, interface improvements, and client project support.

SELECTED PROJECTS

- Washeej — Product requirements, delivery oversight, testing, and release readiness.
- Masaruk — Cross-system booking and payment journey analysis and testing.
- Custom Manufacturing ERP — Requirements, modules, states, approvals, and permission modeling.

CAPABILITIES

WordPress, WooCommerce, PHP, HTML5, CSS3, JavaScript, Landing Pages, Theme & Plugin Customization, cPanel & Hosting, DNS / SSL, Business Email, SPF / DKIM / DMARC, Technical Support, REST APIs, Webhooks, Node.js, MySQL, Google Apps Script, Laravel, Requirements Analysis, Scope Definition, CRM, ERP, Workflow Modeling, Google Ads, Meta Ads, Snapchat Ads, TikTok Ads, LinkedIn Ads

EDUCATION & LANGUAGES

- Industrial Technical Diploma — Toson Technical School, 2012–2013.
- Arabic: native. English: practical technical reading and basic professional communication.