

Doha Mokdad



Senior WordPress Developer · WooCommerce and Custom Development

✉ douha.sunshine@gmail.com ☎ +963 938 037 719 🔗 linkedin.com/in/doha-mokdad
🌐 dohamokdad.me 📍 Damascus, Syria · Remote / UAE

15+

years building for the web

240+

websites delivered

19

countries served

60+

sites for a single Dubai group

PROFILE

Senior WordPress developer with 15+ years of experience and more than 240 websites delivered for companies, agencies, schools and online stores in 19 countries, from Dubai and the Gulf to Europe, Canada and Japan. I build custom themes and plugins, WooCommerce stores and multi-vendor marketplaces, and bilingual Arabic / English (RTL) sites from Figma, PSD or Illustrator designs, then keep them fast, secure and up to date after launch. Equally effective inside an agency team or owning a project end to end with the client.

CORE EXPERTISE

WordPress engineering	Custom themes and plugins, Elementor Pro (custom widgets), Gutenberg, ACF, custom post types, REST API	E-commerce	WooCommerce stores, multi-vendor marketplaces, product catalogues, digital menus
Front end	HTML5, CSS3 / Sass, JavaScript (ES6+), jQuery, AJAX, GSAP; responsive and cross-browser builds	Back end	PHP (OOP), MySQL, third-party APIs and integrations
Speed and security	Core Web Vitals, caching, malware cleanup and hardening, backups, site migrations	Hosting and operations	cPanel, Plesk, shared / VPS / dedicated hosting, domains and DNS
Multilingual and LMS	Arabic / English RTL sites, LearnPress / Eduma learning platforms	SEO and analytics	Technical SEO, Rank Math / Yoast, schema, analytics and conversion reporting

EXPERIENCE

Senior WordPress Developer

May 2025 – Present

EchoVision · Digital marketing agency

Dubai, UAE

- Lead WordPress development for the agency's Gulf clients across real estate, events, logistics, holding companies and F&B: Special Chef Bakery, Magnifica Event, EGT Shipping & Logistics, SAWA Real Estate and Quantum Holding; 20 sites to date, including JaxJunkCar in Florida.
- Built the agency's own products: a multi-client content-calendar platform with a branded page for each client, a QR digital menu and an AI chatbot site.
- Own QA, speed optimisation, migrations and security across the client base, including cleaning up and hardening compromised sites.

Senior WordPress Developer

Mar 2017 – Jan 2026

Sketchat Studio · Design and development studio

Syria · Remote

- Turned Figma, PSD and Illustrator designs into pixel-perfect, responsive WordPress themes for studio clients in the UAE and UK, including RC7Pros and SPIRE Design and Build.
- Built custom features in PHP (OOP), MySQL, JavaScript, jQuery and AJAX, and extended sites with custom plugins and API integrations.
- Ran cross-browser, device and UI testing before every launch and added new features to existing systems.

Senior WordPress Developer

Jan 2009 – May 2025

Freelance

Remote

- Delivered 130+ websites end to end, from discovery and design handoff to launch and support, for clients across the Gulf, Europe, North America, Afghanistan and Japan.
- E-commerce: Men Dayetna multi-vendor marketplace (Lebanon), The Bin Lift (Qatar), Habililino and Eliev (Germany), Konféty (Canada), Tornado Brass (Turkey).
- Education: Cambridge Muslim Academy (UK), Arab Virtual School and Arab School in Otsuka (Japan), Naseej LMS (Saudi Arabia), Afaq Institute.
- Corporate: ASTUDIO (Dubai), KAS (Kuwait), Aspects (Belgium), Independent Robotics (Canada), Qatar MCC, IBTF bank (Syria). Also audited legacy code, fixed performance issues and advised on SEO.

WordPress Developer

Mar 2023 – May 2023

Markettcom

Brand licensing agency

Fixed and improved the website, online store and mobile app; reworked navigation, collections, search and the homepage.

Tracked analytics and conversion data and reported on performance with recommendations for sales growth; handled QA, security and spam protection.

Senior Web Developer

Sep 2015 – May 2017

ProITs

Dubai, UAE

Designed and built 60+ corporate websites for the Timgad Group's trading and manufacturing companies and other Dubai clients, including Maison Arabelle, Sama Exchange, Fly Aviation and Castanea.

Gathered requirements, designed layouts, managed content and multimedia, and supported hosting: transfers and backups. Named Employee of the Month, February 2016.

Contract roles

2016 – 2019

MicroSolutions

NHTAM

Syriatel

Zayer

Syria

Saudi Arabia

MicroSolutions

(Senior Web Developer, Sep 2018 – Feb 2019): rebuilt microsolutions.sy and built product sites for DiGi and Citizen Eye.

NHTAM

KSA (Web Developer, Nov 2016 – Feb 2017): the agency's own site and client sites including Nntshr, Al Mahafez Real Estate, Candolla, PISCO and Al-Ber Charity.

Syriatel

(IT Engineer, Web Applications, Aug – Nov 2016): websites and web services for mobile apps.

Zayer

KSA (IT and Executive Assistant, Nov 2016 – Jan 2017): Zoho CRM setup, bilingual social media, Arabic ↔ English translation.

Hosting Technical Support

Jul 2014 – Oct 2015

Syrian Computer Society (SCS-NET)

Damascus, Syria

Supported shared, VPS, dedicated and co-located hosting for government and VIP clients; managed plans, invoices and domains in PBAS and Plesk.

WordPress Developer

May 2015

UCG, United Communication Group

Dubai, UAE

Built sites for UCG and its group companies: ECC, Fitout, Maqta Gateway and Eventtk.

Information Systems Developer

Aug 2013 – Mar 2014

Game Power 7

Spacetoon Media Group

Damascus, Syria

Built the Game Power 7 website, the distribution-centres portal, the Arabic sites and forums for Amal Al-Shuooob (Rappelz), Adrenaline Online and Allods Online, the player support centre and the shared accounts system; administered the company's business applications.

Trainer and developer

2009 – 2013

Early career

Syria

Saudi Arabia

Web programming and ICDL instructor, Paradise Computer Center (Al Fardos), Damascus; Informatics teacher at two Damascus schools; ASP.NET web developer, DRC Company (KSA).

EDUCATION

BSc (Hons) Computing, Second Class Honours

2014

University of Greenwich

Bachelor in Information Technology (BIT)

2015

Syrian Virtual University

Level 5 BTEC Professional Diploma in Computing

2011

Edexcel, through the Syrian Virtual University

Technical Diploma, Software Engineering

2010

Technical Institute of Computer, Damascus University

RECOGNITION

Employee of the Month

Feb 2016

ProITs, Web Development department

“Great Job” appreciation card

Oct 2016

Syriatel Mobile Telecom

LANGUAGES

Arabic

Native

English

Professional working proficiency

SELECTED CERTIFICATIONS

Building Websites Using WordPress

2023

Edraak

Full Stack Developer Track

2018

Udacity, One Million Arab Coders

Introduction to HTML5

2020

University of Michigan, Coursera

PHP course

2017

SoloLearn

Internet Developer and PL/SQL

2010

Russian Cultural Centre, Damascus

Oracle Database SQL; PL/SQL Program Units

2009–10

CCIT, Damascus

Training of Trainers (ToT)

2011

The Syria Trust for Development

English speaking, level B1

2024

SmallTalk2Me

32 certificates in total, with scans, at dohamokdad.me.

PROJECT PORTFOLIO

A selection of the 240+ websites I have built, grouped by the company I built them with. Screenshots and case studies for each project are at dohamokdad.me.

EchoVision

Dubai · 2025 – present

Special Chef Bakery	specialchefbakery.com
Special Chef digital menu	menu.specialchefbaker...
Magnifica Event	magnificaevent.com
Miss To Mrs Events	mtmevents.ae
EGT Shipping & Logistics	egt.group
Quantum Holding	quantumholding.net
SAWA Real Estate	sawarealestate.ae
Direct Line Real Estate	directlinerealestate.com
Hummingbird Real Estate	hummingbird-broker.c...
Alkhoori Real Estate	alkhoorirealestate.com
Blue Rock Ship	bluerockship.ae
Nas-First Consultancy	nasfirst.com
Matevea	matevea.com
Rose Bouquet	rose-bouquet.com
Said Omari	saidomari.com
EchoVision agency site	echovision.ae
EchoVision AI chatbot	ai.echovision.ae
Content-calendar platform	specialchefbakery.echov...
EchoVision Calendar	calendar.echovision.ae
JaxJunkCar (USA)	jaxjunkcar.com
Roz Real Estate	roz.ae

ProITs · Timgad Group

Dubai · 2015 – 2017 · 75 sites

Maison Arabelle	maisonarabelle.com
Sama Exchange	samaexchange.com
Fly Aviation	flyaviation.aero
Castanea	castanea.com
Emirates Minting Factory	emiratesminting.ae
Smart Education	smarteducation.ae
Masar School	masarschool.com
North Rose Foodstuff	northrosefood.com
Innocent Touch Paris	innocenttouch-paris.com
Mashaweer	mashaweer.app
UltraMedical Online	ultramedical.online
Luxurious Life	luxurious-bg.com
CEMTECH	cementtechco.net
Timgad General Trading	timgad-trading.ae
ProITs	proits.ae

and 60 more Timgad Group company sites

UCG · Markettcom · Game Power 7

UAE · Saudi Arabia · Syria

UCG	ucg.ae
Maqta Gateway	maqta.ae
ECC	ecc-ae.com
Fitout	thefitout.ae
Eventtk	eventtk.com
Markettcom	markettcom.com
Game Power 7	gamepower7.com
GP7 distribution centres	dist.gamepower7.com
Allods Online Arabic	allods.gamepower7.com
Amal Al-Shuoob (Rappelz)	rappelz.gamepower7....

NHTAM · MicroSolutions · Sketchat Studio

Saudi Arabia · Syria · UAE · UK

Al Mahafez Real Estate	almahafez.com
Candolla	candolla.com
PISCO	pisco2015.com
Nntshr	nntshr.com
Nhtam	nhtam.com
MicroSolutions	microsolutions.sy
DiGi: Go Digital	
Citizen Eye	
RC7Pros	rc7pro.com
SPIRE Design and Build	spire-db.co.uk
Sketchat Studio	sketchat-studio.com

Freelance · E-commerce

Marketplaces and stores

Men Dayetna	mendayetna.com
The Bin Lift	thebinlift.com
Habililino	habililino.com
Eliev	eliev.de
Change Into	changeinto.de
Konféty	konfety.ca
Tornado Brass	tornadobrass.com.tr
Choco Fruit	chocofruitgroup.com
Al Sultan Sweets	alsultansweets.com
Al Muttasil	almuttasil.sa
Granada Mall	granadamall.com
Faihaa Store	faihaastore.com
Ketabona Digital Library	ketabona.com
Cayeny	cayeny.com
Abaya Store	abaya.atlas-data.sa
Scrub Store	scrub.atlas-data.sa
Maxx Marketing	maxx-marketing.com

Freelance · Education and LMS

Schools, academies, e-learning

Cambridge Muslim Academy	cambridgemuslimacad...
Arab Virtual School	arabicschools.jp
Arab School in Otsuka	iiso-edu.jp
Naseej LMS	naseejedu.com
Masar UP Learning	learning.atlas-data.sa
Raysan	raysandev.com
Afaq Institute	afaq-center.net
Afaq Virtual College	afaq-college.com
Salim Academy	salimacademy.com
Apostrophe Educational Center	apostrophe.co...
Clouds Garden	cloudsgarden.com
Learn Syrian Arabic	learnsyrianarabic.com

Freelance · Corporate, tech and non-profit

International clients

ASTUDIO	astudio.ae
Ascana Takaful	ascanatakaful.ae
Quran Font	quranfont.com
KAS	kasme.com
Aspects	aspects.be
Independent Robotics	independentrobotics.com
Qatar MCC	qatarmcc.com
Shukair Company	shukair.net
IBTF bank	ibtft.com.sy
Atlas Data	atlas-data.sa
AlaaS	ai-aas.ai
Insightter	insightter.org
Web Branders	webbranders.co.uk
UpCard	card-up.com
Stands World	stands-world.com
SATMA International	satma.ae
Katerji Group	katerjigroup.com
Hisense Syria	hisense-sy.com
Optima Soft	optima-soft.net
LeadFlow Pro	leadflow-pro.com
Afghan Shaheen Construction	afghan-shaheen.c...
Al Quran Al Kareem	alquran.nl
Al-Emad Charity	alemadcharity.org
Syrian Youth Assembly	syrian-youth.org
Saxena Omsorg	saxenaomsorg.se
Clinique Infirmière	cliniqueinfirmiere.ca
Antalya Tip Merkezi	antalyatip.com
TOF Tours	tof-tours.com
Al Bayt Al Dimashqi	albayt-aldimashqi.com
Wajd Ramadan Photography	wajdram.com
Fujairah TV	fujtv.ae