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<title>

Software Engineer

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<article role="excerpt">

**I'm a Software Engineer;** I have a thing for writing code!

I have a passion for clean, standards-compliant code. I like to create, innovate, and exceed expectations. I don't settle for GOOD as long as there is BETTER.

I love what I do, and I do it because I love it. My projects are my babies, and whatever my position is, I always feel responsible for getting my project to the end line in the best shape possible.

I'm a good team player, who is able to develop and motivate other players in a team, with a good experience as a Team Leader / Technical Project Manager, and a Technical Director for couple of startups.

I am a pragmatic open source advocate, and I occasionally contribute to open source projects.

I'm a happily-married father to a beautiful son.

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**Technical Expertise** \_\_\_\_\_

**LEMP ( Advanced , 9 Years )** \_\_\_\_\_

**HTML \ CSS ( Advanced , 9 Years )** \_\_\_\_\_

**JavaScript \ jQuery (Advanced, 8 Years)** \_\_\_\_\_

**Linux Administration (Advanced, 7 Years )** \_\_\_\_\_

**SEO, SMO (Advanced, 7 Years)** \_\_\_\_\_

**Business Skills [Warning! long reading ahead]** \_\_\_\_\_

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## Technical Expertise

### LEMP ( Advanced , 9 Years )

Been an active member of the **PHP community** in Egypt for quite some time now, where I benefit and share knowledge and ever-updating development approaches with different networks of young and professional developers.

I built handful of business solutions on top of the **LAMP** platform, with the help of Management and Administration consultants, to provide a seamless and progressive **Content Management Systems**, and **BI (Business Intelligence) artifacts**. I've often left **AI robots** ready to do redundant and intelligent tasks in most of the companies I've worked in, a social humming bird in an NGO (**Hummie**), a Web spider in a Marketing agency (**Scrapy**), and lately a tech-savvy '**Jarvis**' in a Software Development company, who knows servers well and is easy to teach new tricks.

My biggest passion lies in keeping up to date with the ever-changing modern trends in Web Development industry, and adapting new technologies wherever it can be used properly, however while taking good care about stability of the overall system.

I've been developing the experience of building scalable, enterprise, and stable web applications/sites for some time, developed knowledge of the best practices of building proper schemas and planning storage for high volumes, writing proper tests to ensure code stability in an Agile platform, using different caching layers/engines to provide better user experience, and lower resource usage on servers to serve even more users.

#### Technologies I worked with:

- **OOP and MVC development;**
- **RAD and Agile Development** Techniques
- Frameworks : **Zend Framework, Yii Framework, CodeIgniter**
- ORM : **Doctrine 2 ORM**
- CMS Systems : **WordPress, Drupal, Joomla**
- Databases : **MySQL, MongoDB, CouchDB, SQLite**
- Search servers : **Elastis, Apache Solr , Lucene PHP**
- Templating : **Twig, Jade, Underscore.JS/AJAX, Smarty**

### HTML \ CSS ( Advanced , 9 Years )

I've a strong commitment to Web Standards, regarding Code Compatibility, Content Usability, Accessibility, and Progressive enhancement principles.

Well trained on HTML5 standards and CSS3, while keen to keep cross-browser compatibility for my projects, using progressive enhancement techniques.

Conforming to the DRY approach, I like to use pre-processors like SCSS to write styling, so I can keep my workflow organized, and build/enhance libraries of code that can be used over and over again.

I'm also very fond of tweaking code and server systems to get the most out of available resources, using open-source tools along with custom built scripts, to provide a smoother user experience while maintaining web servers' load. That includes minifying code, squashing images, and serving static content from CDNs like Amazon S3, or creating additional proxy servers to serve static content only.

#### Tools I used

- **PHP/Web Storm (Favorite), Zend Studio / Eclipse / Aptana**
- **SublimeText3, Atom, Brackets, VIM**
- **Firebug** on Firefox, native **WebKit** and **IE Developer tools**, and **IE Tester**
- **Ruby's SASS/SCSS**
- **Adobe Photoshop**
- **VMWare / VirtualBox ( and Vagrant )** on Apple Mac OSX / Linux, different Windows versions to test Cross-Browser Code Compatibility.

#### JavaScript \ jQuery (Advanced, 8 Years)

I'm a loyal follower of Web 2.0 concepts and practices, from **Design Simplicity** to **State-less Applications**. So **JavaScript** is a dear friend!

I'm a fan of **jQuery** framework, as it simplifies JavaScript development, extending it to infinite possibilities, yet cutting down time and effort of the developer.

Being a PHP developer, used to the loose scripting flexibility, I do love to write JavaScript-based applications from time to time, be it mobile apps using **Titanium Framework**, or server-side services and APIs using **NodeJS**, that communicates/processes data at very good speeds and with such low resources.

I've recently picked up on the **React** library, started using it to write interactive stateless applications, coupled with a **Node** or **PHP** API backends, specially **WordPress REST APIs**, and **FireBase/ThinkDB**.

#### I used the following

- FE Frameworks : **jQuery (Expert), Angular v2 (beginner)**
- BE frameworks: **React (beginner, favorite), Vue (beginner)**
- Server side: **Node, Express/Restify, Sockets.IO**
- Web 2.0 principles, using **REST APIs, AJAX, and WebSockets**

- Package Managers: **NPM/Yarn**, and **Bower**
- Task Management: **Grunt, Gulp** (Favorite), and **Webpack**

## DevOps / Linux Administration (Advanced, 7 Years )

Linux is my home! ( though I'm currently operating a MacBook Pro as a personal computer )

I've a strong background on **Linux systems**, including but not limited to **Debian/Ubuntu, CentOS, Arch** and **CoreOS**. I mainly use the native shell ( I prefer **ZSH shell** ) for server management, or **Webmin, cPanel, WHM, Parallels** Management Applications when present, although I'm not a fan of them.

I always have couple of VMs on **VMware / VirtualBox** to deploy and test different deployments, benchmark web services, and staging environments.

I've often had own development servers built on **Ubuntu SE, Arch**, with **NginX / Lighttpd** as the main Web server ( **Apache** sometimes for testing ), and **PHP / MySQL**, all built down right from the sources, as I like to keep up to date with updated software whenever I get the chance to.

However, after the introduction of **Vagrant** and **Docker** in the past few years, those became my usual go-to for creating seamless and quick development environments, specially when I'm working on multiple projects at the same time.

Using **VCS** is a must for a modern and effective development flow, so all of my projects, small or big, are usually tracked via a **Git** repo. I've knowledge with other systems as well, such as **SVN**, as it is still used in some platforms, like **WordPress.com VIP (Classic)**.

I'm a frequent user of **VVV** and **WordPress.com VIP QuickStart** (being that I've been working for quite sometime developing **Enterprise WordPress Solutions** for sites running on **WordPress.com VIP**), and I do lots of work with **Docker** specially while working with **MEAN / NERD** Stack applications. Recently a fan of **Chassis**, a straightforward blazing-fast **VVV** alternative.

I used a few server automation solutions, including **Ansible, Fab, Amazon ECS**, and a few others, to provision environments or for **Continuous Delivery / Continuous Integration** solutions (which I usually use **GitHub's Travis CI** for, coupled with Code standards and validity checks).

### I used the following Servers \ Tools:

- **Arch, Debian/Ubuntu (Expert), CentOS**, and **CoreOS** operating Systems
- **NginX, Lighttpd, Apache** Webservers
- **MySQL**, and **MongoDB / CouchDB** (Preferred when writing new applications/APIs)
- **Git** (Favorite, Github/BitBucket regular user) **SVN** as Revision Software in some environments

- **Redis, Memcache** object caching engines, and **Varnish** as an edge cache layer
- **Performance tuning** applications and tools like **YUI-Compressor, PNGCrush** through shell scripting
- **Vagrant, VVV, Chassis,** and **Docker (Favorite)** as Virtualization layers
- **Ansible, Fab, ECS** provisioning platforms

## Search Engine/Media Optimization (SEO/SMO) (Advanced, 7 Years)

One important priority of my work is building **Organic-SEO Code**, and enriching websites with native SEO content, as I always believe **Search Engines** (Google) is the most important visitor of any website, however I tend to keep the balance between **User Experience** and **SEO Standards and Guidelines**.

I'm a good follower of major trends in Modern **Social Media** Channels, and I tend to learn, utilize and prepare my products to benefit the most from Social Impact.

### I'm familiar with :

- **Tagging/Tracking: Tealium, DFD, Google Analytics, Facebook Pixel**
- **Social Media APIs:** Twitter, Facebook and LinkedIn
- **Sitemaps :** generation, optimizing and submission
- **Site Profiling:** optimizing site to act/display better regarding performance/speed
- **Advertising :** **Ad-Sense** and **Ad-Words**, and a range of other providers.

## Business Skills [Warning! long reading ahead]

I've held **different positions** throughout my short-but-crowded professional life, ranging from **Network Engineer** for Enterprise **Microsoft networks** in **Government agencies**, passing by **Social Media Analyst, PHP developer, Web Development Trainer, Team leader**, to **Project Manager** and recently a **Technical Director**. However, it is **Writing Code** that is usually my preferred task for the day.

I've often been in charge of **training subordinates/coworkers, recruiting new junior developers/designers, engaging customers** (had lots of that), and **optimizing Marketing strategies**. Assisted by my **academic study in Business Management**, I developed a good set of **negotiation skills** dealing with clients in **pre-sale** (100% conversion rate), **during development**, and **after sale**, and **social skills** with the teams I'm working, specially with my long experience in **full-time remote jobs**, dealing with colleagues from lots of countries around the world (recently I was in teams that had people from **24 different nationalities**).

I've had a special rule wherever I worked for the past couple of years, which is to **dedicate a few hours weekly/monthly to discuss and share knowledge between team members**, even getting some to study a certain issue and explaining it to the rest, so we always **keep updated** and **motivated** towards **uniqueness** and **creativity**. And that is only one side of the team management skills I've developed over the years.

Actively participating in the **Entrepreneurial atmosphere** in Egypt has been very helpful getting quite good **business experience** on **Entrepreneurship and Startup Development**, how a typical startup should act in different stages of development, and how **VCs** think, which actually helped very much shift my paradigm on startups and business in general. I've collaborated, even started couple of startups, all of which had either a short life, or limited availability of my side, at least up until now.

I've had a dream over the last couple of years of an NGO helping both Startups and Business Community in general **leverage** their understanding and – most importantly – **usage** of ever-updating technology, especially on the **Web / Mobile**, to their advantage.

And I've pursued that dream in different projects, including **5atwa initiative** that I've started, about promoting **peer-learning** and **self-learning**, simulating the Indian approach of group learning that made them the most important outsourcing country nowadays, but that has actually failed due to limited resources at the time, despite getting **Microsoft Egypt** to sponsor the campaign. **Egyptpreneur** is another initiative that I'm currently participating in, which promotes **Entrepreneurship in Egypt**, and actively strives to **connect different entrepreneurship ecosystem elements** through an **intelligent matching system**.

I've been assigned as the **Technical Manager** of a **US-based startup**, who chose their technical house to be in Egypt with **an Egyptian workforce**. I've been handling all technical-related management activities, like **Recruitment, Planning Software/DB Architecture**,

**Training interns**, Planning and managing the **Scrum Agile methodology**. We were working with **Zend products**, from **Zend Studio**, **Zend Server**, and with **Zend Framework**. I managed a team of seven developers, designers, SEO specialists. This was a great experience that enhanced my skills in many different ways, both technical and business-wise.



## Former Employers

**Torrent Finder** (Torrent-Finder.com)

2007

### Social Media Analyst

- Manage partnership relations with webmasters
- Monitor SEO scores
- LSI Activities

**Idea IT Solutions** (IdealTS.com)

2008 - 2009

### Software Developer, Partner

- Develop Client Websites
- Manage 5atwa Initiative, fund raising and marketing campaign

**IT Owners - Qatar** (itoqa.com, side-job)

2008 – 2013

### Software Architect, Technical Director, Partner

- Develop client websites
- Develop Commercial School Management / eLearning systems and products
- Manage Outsourcing projects with Freelancers
- Received a **letter of appreciation** from the **Ministry of Education** on efforts spent to develop the Educational sector, and contracted on a new eSchool Management System.

**Tafanin** (Tafanin.org, AYB-SD.org)

2009 - 2010

### Software Developer

- Develop NGO's internal communication system, and a micro-blogging system
- Develop NGO's main website, and 3 websites for internal subsidiaries
- Plan and build volunteer management system

**EPIC Systems** (epicsyst.com)

March 2010 – October 2011

### Project Manager, Senior Developer

- Develop RFID middleware software to enable usage of RFID technology in many applications like Supply chain management, Attendance Logging, Access Control, and much more useful applications for any organizations, especially in the manufacturing industry.
- Develop Cattle Management/Monitoring system with heat sensors, on the spot disease detection.
- Develop A custom-developed ecommerce platform to enable one of the leading industry players in Alexandria to open their wholesale market for users of the internet. Development was in close integration with an ERP system in place, to enable real-time stock information and rapid delivery options using their logistics system which was prepared already for telephone delivery. Worked with a team of 3D designers/developers to bring a second-phase 3D interface to the site.
- Develop a distributed online pharmacy hypermarket, where you search and get results from the nearest store you have nearby, all in real time, using **Qt Desktop clients, Node.JS API server, and MongoDB** storage layer.
- Meet clients for pre-sale, close deals.
- Recruit and manage teams of developers and designers.
- Build up a marketing strategy on the Egyptian market with sales team, to enhance visibility and get more/better clients.

**Helool** (helool.net, side-job)

**June 2010 – Sep 2010**

#### **Web Development Trainer**

- Develop a curriculum on PHP 101, and WordPress
- Tutoring PHP 101, CMS 101 (WordPress)

**Volleyball10n1 Network** (volleyball10n1.com, consulting, side-job) **Feb 2011 – March 2013**

#### **WP Developer, Consultant / Network Administrator**

- Develop a WordPress multi-site network
- Build up plugins to automate SEO tasks
- Develop eCommerce platform, and integrate with Authorize.net payment Gateway

**Egypreneur NGO Network** (egypreneur.com.eg, volunteer)

**May 2011 – Current\***

#### **Technical Consultant, Software Architect**

- Plan Egyptpreneur networking platform, and subsidiaries, ie: OppAlert.me
- Participate with the team in Entrepreneurial events, like Startup Weekend, as a Technical Consultant
- Develop affiliate websites

**Profit.FM** (profit.fm, UK-Based, full-time remotely)

**October 2011 – April 2012**

### **Senior WordPress Developer, Technical Support Manager**

- Develop, Maintain, and Support 10+ Commercial WordPress Plugins
- Manage support team/platform
- Develop an advanced **Enterprise SEO Keyword discovery/selection platform** based on **Yii framework**, as a **SAAS platform** ( software-as-a-service )
- Maintain a keyword/domain matching platform built in pure php, on top of Amazon scalable infrastructure, load-balanced via shell scripting
- Maintain a WordPress bulk management solution, integrated with **managewp.com**, and build **SSO bridge** and **API server/client plugins** between profit.fm and managewp.com

**Wyoos** (US-Based, full-time, Egypt Office)

**April 2012 – May 2013**

### **Technical Manager, Partner**

- Build a Technical house in Egypt to serve as the Technical Arm of the Headquarters in Denver, USA, including recruiting team members, and freelancers.
- Plan and execute Enterprise Application Architecture, based on **Zend Framework/Server, SQL/NoSQL** hybrid database system.
- Plan and write the **Technical Analysis** for company ventures ( Wyoos.com / Delicious Perks / CorpCache )
- Perform as the SCRUM master in Agile development environment

**LinkDevelopment, OTVentures** (consultant, part-time)

**October 2013 – Jan 2014**

### **Senior Solutions Specialist, Trainer**

- Train the team assembled for the new Open Source Portals division
- Architect, plan and assist carrying out site networks for sister companies in Italy

- [ItaliaOnline](#)
- [Libero](#)
- [Virgillio](#)
- Assist planning migration from several proprietary systems, ie: Search Engines, to Open Source alternatives, including some DevOps and Linux experience sharing.

**Stream** (US-Based)

**January 2014 – January 2015**

**WordPress Architect!**

- Work with Stream team to bootstrap the cloud product, using Node.JS, ElasticSearch, CouchDB, and Ansible/Fabric deployment tools
- Handle scripting deployment tools for scaling and provisioning of environments in the cloud, using AWS.
- Write the MVP of the WordPress plugin, and handle further development as the Team Lead.
- Develop connectors to Stream for the major WordPress plugins to record detailed admin action logs from within other plugins' screen as well.

**X-Team** (US-Based)

**August 2014 - Current**

**Software Engineer**

- Develop solutions in MEAN Stack ( Node/MongoDB/AngularJS )
- Plan and execute the new products
- Develop internal management systems for **RiotGames**
- Develop an internal analytics service, temporary assisting GoogleAnalytics to display real-time data on high-traffic occasions, built on NodeJS/Sockets.IO
- Clients
  - [RiotGames](#), United States ( 3k+ employee )

**XWP** (US-Based)

**October 2013 – January 2016**

**WordPress SuperHero! ( Architect / Team Lead / Senior Developer )**

- Take over development/maintenance of [WordPress Coding Standards](#) for PHPCS
- Work with [Automattic](#) ( [WordPress.com](#) ) to develop [VIP Coding Standards](#) checker

- Work with major publishing clients in **Canada / United States / Australia** to carry out **migration projects** and **improvements** on **several digital properties** of each, most are hosted on WordPress VIP Platform, some of the organizations include:
  - o [GlobalNews](#), Canada
  - o [Rogers Media](#), Canada
  - o [USAToday](#), United States
  - o [Fox](#), United States
  - o [News Corp Australia](#), Australia
  - o [PMC](#), United States
- Work on several Open Source projects related to WordPress, including **several plugins hosted on WordPress.org**
- Develop internal **Continues Integration (CI)** Solutions, using basic **Git** flow, and server-side bots to automatically deploy different environments from specific branches, once code is merged to these branches on **GitHub/Stash**.
- Architect and assist development of **Enterprise Content Management Strategies** for **NewsCorp** sites' network, including various technologies like **WordPress, ElasticSearch, NodeJS, Content Aggregation/Delivery APIs**, and different layers of caching (**ESI, Varnish, Redis, and Akamai**).

**Human Made** (UK-Based)

**May 2016 - Current**

### **Software Engineer**

- Work with major publishing clients in **United Kingdom / Canada / PAC region** to carry out **migration projects** and **improvements** on **several digital properties** of each, most are hosted on WordPress VIP Platform, some on HM's hosting platform, some of the organizations include:
  - o [L'Express](#), Canada
  - o [Immediate](#), UK
  - o [News Corp UK](#), UK ( [TheSun](#) properties, Release lead )
  - o [TechCrunch](#), United States ( Going Headless, WP REST API + React )
- Work on several Open Source projects related to WordPress, including **several plugins hosted on WordPress.org**, and other products like **BackupWordPress**.

**Note:**

Please note that I have a background experience / career history on Network Engineering (**Microsoft Networks, CISCO**) that I have started **at the age of 17**, after taking couple of courses, I worked as a **Network Engineer** outsourced to couple of the biggest **companies / government agencies** in Egypt, including the **Ministry of Education**, and the **Canadian University in Cairo (CIC)**, then had the opportunity to provide **MCSE training** alongside my former instructor, whilst I completed the Certification of **Microsoft Certified Professional (MCP)** which I currently hold.

But since this is not very relevant to my current career, I did not mention the positions / titles I got during that period. Since what would only matter about that now is my experience and **deep understanding** of **Network topologies**, how to manage a complete Microsoft-based server networkd, how things go inside those wires, which actually helped me a bit in Web development.

Despite all of that, I do not currently operate MS Windows, nor do I develop for it, so I just consider it a previous life.

## Education and Certificates

### Academic Education

Business Administration, Faculty of Commerce, Cairo University

### Professional Education

Microsoft Certified Professional ( MCP #3508218 ) Certified since 2006

PHP - Zend Certified Engineer ( ZCE ) Studied

StomperNET SEO Course Passed

### Business and Social Education

Creating Success in Times of Challenge – Ralph Watson, AUC Egypt

Motivation and Leadership Pillars – Ahmed Adel, Impact Training and Development

Communication Skills and Team Work – Mahmoud Embaby, Impact Training and Development

Power of Success – Mahmoud Embaby, Impact Training and Development