

Senior WordPress Developer & Team Lead with 7+ years building enterprise-grade solutions and leading development teams. Expert in complex plugin ecosystems, database optimization, and cross-platform compatibility debugging. Proven experience architecting scalable backend systems, REST APIs, and performance optimization using Redis/Memcached. Successfully leads teams through code reviews and architectural decisions while solving plugin conflicts and server environment issues under tight deadlines.

Experience

MAY '25 - PRESENT

Senior WordPress Developer & Team Lead | Labgenz, Casablanca

- Architected enterprise-grade WordPress solutions for educational institutions and large organizations, handling complex community management and course delivery systems.
- Led development team through code reviews, architectural decisions, and established coding standards emphasizing security, maintainability, and WordPress best practices.
- Built custom plugins and deeply customized BuddyBoss/LearnDash platforms, creating comprehensive school management and organizational ecosystems.
- Implemented scalable backend systems with proper OOP structures, REST APIs, custom post types, and role-based access control.
- Optimized performance through advanced caching strategies using Redis and Memcached, significantly improving load times and user experience.
- Developed responsive frontend interfaces balancing functionality with user experience across multiple device types.
- Mentored junior developers on proper file organization, service layers, DTOs, and transient management best practices.

AUG '24 - MAY '25

WordPress Technical Lead & Plugin Developer | SWI Digital Dev, Salé

- Led technical development for WooCommerce stores, improving load times by 43% and boosting conversion rates by 17% through performance optimizations and custom features.
- Enhanced plugin team delivery speed by 30% via tailored PHP, JS, HTML, and CSS solutions for complex feature requests.
- Improved plugin performance and reliability through in-depth source code analysis.
- Worked with Vue.js team to deliver seamless integrations, cutting development time by 32% on multi-step user flows.
- Maintained expertise in WordPress tools like Elementor Pro, ACF, WP Rocket, and Polylang, enabling 20+ successful e-commerce launches.
- Developed and maintained diverse WordPress solutions, delivering 21 e-commerce stores, corporate websites, and SaaS platforms.
- Implemented custom functionality for WooCommerce sites, improving performance by 47% through optimized PHP, JavaScript, HTML, and CSS.

- Leveraged Elementor Pro and WP Rocket, enhancing user experience and reducing load times by 37%.
- Built and customized 7 plugins, directly meeting client needs and driving business growth.
- Ensured multilingual capabilities with WPML integration, expanding reach for 5 international clients.

FEB '24 - JUL '24

WordPress Developer | Cloudlink, Marrakesh

APR '23 - FEB '24

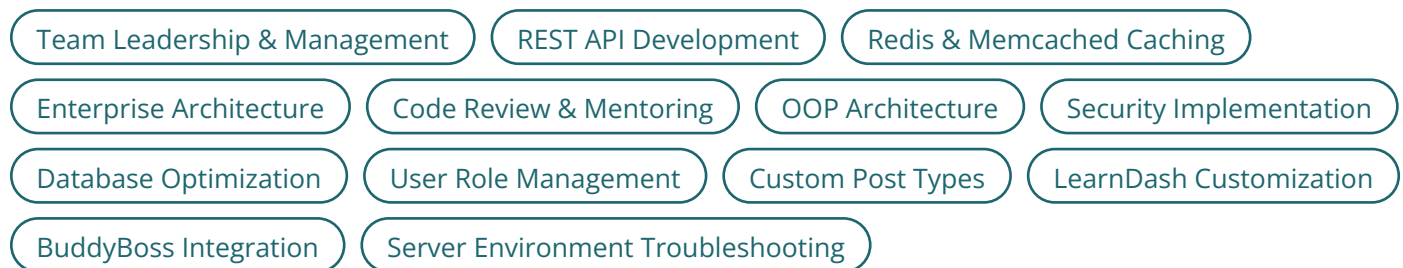
SaaS WordPress Developer | Infoundergroup, Marrakesh

JAN '21 - APR '22

WordPress Developer and Integrator | Digistudio, Remote

- Company Overview: Remote
- Managed eCommerce websites for the company and clients, improving speed and performance, leading to a 43% increase in sales.
- Optimized loading times, fixed issues, and tested new features, enhancing usability and reducing bounce rates by 13%.
- Boosted search rankings through effective site management, improving visibility and sales.
- Enhanced shopping experience by optimizing speed and reliability, resulting in a 13% increase in conversion rates.
- Maintained B2B & B2C SaaS websites, enhancing speed and performance.
- Optimized load times and fixed technical issues.
- Tested new tools to improve user satisfaction.
- Enhanced search visibility and supported higher conversion rates.
- Managed eCommerce sites, focusing on speed and smooth ordering.
- Improved user experience by speeding up loading times, fixing issues, and testing updates.
- Raised search rankings and supported more sales.
- Remote

Skills



Certifications



Website, Portfolio and Profiles

<https://www.linkedin.com/in/yahya-eddaqqaq/>
<https://yahyadev.online/>
<https://www.linkedin.com/in/yahya-eddaqqaq/>
<https://github.com/DrivablePro02/>