

I have over 7 years of experience as a Senior WordPress Developer and Tech Lead. I create full-stack WordPress solutions, including Gutenberg blocks, Elementor widgets, plugins, and unique REST APIs. I've shipped platforms that can manage actual scale, led teams, and made architectural decisions. Highlights include a gamified learning platform with unique XP systems, a WordPress.org plugin developed in accordance with VIP standards, and a GoHighLevel CRM integration plugin with OAuth2 and webhooks. My priorities are long-lasting design, performance, and clean code.

Work history

2025-05 -
Current

Senior WordPress Developer & Team Lead

Labgenz, Casablanca

- Architected enterprise-grade WordPress solutions for educational institutions and large organizations, serving 33,000+ users with complex community and course systems.
- Led a team of 8 developers through code reviews and architecture decisions, improving security and maintainability by 35%.
- Built 12+ custom plugins and heavily customized BuddyBoss/LearnDash platforms for full-featured school and organization management.
- Implemented a scalable backend with OOP, REST APIs, custom post types, and role-based access control for 10,000+ daily users.
- Optimized performance with Redis and Memcached caching, reducing page load times by 50% and boosting UX.
- Developed a responsive frontend across desktop, tablet, and mobile, increasing engagement metrics by 25%.
- Mentored 6 junior developers on file structure, service layers, DTOs, and transient management, enhancing team productivity and code quality.

2024-08 -
2025-05

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.



Yahya Eddaqqaq

Senior WordPress
Plugin Developer &
Team Lead

Contact

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WWW

[https://github.com
/Cottonnion](https://github.com/Cottonnion)

Websites, Portfolios, Profiles

- [https://www.linkedin.com
/in/yahya-eddaqqaq/](https://www.linkedin.com/in/yahya-eddaqqaq/)
- <https://yahyadev.online/>

Skills

- Team Leadership &
Management

- REST API Development

- 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.

2024-02 -
2024-07

Wordpress Developer

Cloudlink, Marrakesh

- 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.

2023-04 -
2024-02

SaaS WordPress Developer

Infoundergroup, Marrakesh

2021-01 -
2022-04

WordPress Developer and Integrator

Digistudio

- 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

• Redis & Memcached
Caching

• Enterprise Architecture

• OOP Architecture

• Security Implementation

• Database Optimization

• Custom Post Types

• LearnDash Customization

• BuddyBoss Integration

• Server Environment
Troubleshooting

• Website maintenance

• Elementor page builder

• Gutenberg

• Performance optimization
(99%)

Languages

English

Native or Bilingual

Arabic

Native or Bilingual

French

Native or Bilingual

- 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
 - Remote

Education

2021-06

Associate of Applied Science: Network And System Administration

OFPPPT - Bejaad

Certifications

Top 10% SQL Certificate

WordPress Content Delivery Network Certificate

WordPress Master Full Site Edit Certificate

WordPress Technical SEO Certificate