ADIL EL HALLAOUI

FULL-STACK WEB DEVELOPER | WORDPRESS EXPERT

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PROFESSIONAL SUMMARY

Full-Stack Developer with **8+ years of experience** building scalable and high-performance web applications using **WordPress, PHP, Laravel, and the MERN stack**. Strong background in **custom WordPress development, LMS platforms, e-commerce, SEO, server management, and security**.

Experienced in handling full project lifecycles—from architecture and development to deployment, optimization, and maintenance—while collaborating with remote and cross-functional teams.

WORK EXPERIENCE

WordPress / Shopify Developer (Mission-Based),

SOFT BRIDGE SOLUTION – Marrakech, Morocco   **11/ 2025 – 1/2026**

- Migrated a complete WooCommerce store to Shopify.
- Designed and customized a Shopify theme.
- Imported products, customers, and e-commerce data.
- Ensured data integrity, SEO continuity, and store functionality post-migration.

WordPress Developer / Platform Manager

KODINGSCHOOLS, Remote, Marrakech   **June 2024 – December 2025**

- Managed and maintained the Kodingschool WordPress platform.
- Developed custom plugins and features for educational workflows.
- Implemented and maintained LearnDash, H5P, and custom tracking systems.
- Handled server administration, backups, and security hardening.
- Led a full platform redesign and server migration, improving performance and scalability.
- Collaborated with design and education teams.
- Mentored IT interns and junior developers.

Full-Stack Web Developer

VIACOMMUNICATION, Remote, Quebec   **June 2021 – December 2023**

- Developed and delivered end-to-end web solutions
- Optimized website performance, security, and scalability.
- Automated deployment workflows.
- Conducted code reviews and maintained coding standards.
- Collaborated with marketing and technical teams.

WordPress Developer (Project-Based)

Z CONSULTING, Remote, Morocco   **Feb 2020 – Mar 2020**

- Developed the official website for a tennis tournament in Marrakech.
- Delivered a responsive, SEO-friendly WordPress website.
- Met strict deadlines for a live international event.

Full-Stack Web Developer

Before 2020   **2015 – 2020**

- **Net Development Inc**: Manager, Team Leader | 2018 - 2020 | Marrakech - Morroco.
- **Expert Solution**: WordPress Developer | 2016 - 2018 | Freelancer - France - Remote.
- **Mahdad Inc:** Web Developer, Web Site Manager | 2015 - 2017 | Freelancer - Oman - Remote.
- **BeLovedOne Inc**: WordPress Developer | 2015 - 2016 | Freelancer - Oman - Remote.

KEY PROJECTS & REALIZATIONS

Student Progress Tracker (WordPress Plugin)

- Custom plugin to track learner progress across:
  - LearnDash
  - WP-Pro-Quiz
  - H5P (xAPI)
  - Blockly
- Implemented a **hierarchical progress system**:
  - Question → Quiz → Lesson → Topic → Course
- Stored detailed data in a custom database table.
- Automated progress recalculation and reporting.

LMS & Educational Platforms

- Advanced LearnDash customization.
- H5P interactive content tracking via xAPI.
- Custom JavaScript & AJAX event interception.
- Real-time progress reporting.

E-commerce Platforms

- WooCommerce store development and optimization.
- Full WooCommerce → Shopify migration.
- Shopify theme customization and data import.

SaaS & Automation

- WhatsApp SaaS backend (Node.js, Sequelize, PostgreSQL).

- Role-based authentication and admin dashboards.

- Automation workflows using APIs and webhooks.

DevOps & Hosting

- Server setup and management (Linux, WHM, cPanel).

- Performance optimization and security hardening.

- Backup strategies and migration handling.

EDUCATION

EXSEL MEDIA, Marrakech, Morocco   **2016 - 2019**
- Technician Diploma in Computerized Management.
- Data Entry Operator Diploma.

COLLEGE GRADUATION   **2004**

SELF-LEARNING & CERTIFICATIONS   **2014 - 2026**
- Full-Stack Web Development (Self-Learning).
- WordPress Theme & Plugin Development.
- MERN stack.
- UI/UX, and SEO.
- server management, and security.

SKILLS

- Backend Development: PHP (OOP), Laravel, Nodejs, Expressjs, RESTful APIs.
- Frontend Development: HTML5, CSS3 / SCSS, tailwind, Bootstrap, JavaScript (ES6+), React.js, Mobile-First Design.
- WordPress & CMS: Custom Themes & Plugins, WooCommerce, Elementor, ACF, WPML, LearnDash & LMS Systems, H5P Integration, Performance & Security Optimization.
- Databases: MySql, Prisma, MongoDb, PostgreSQL.
- Other: Git / GitHub, WHM / cPanel, Linux Servers, Docker, Hosting & Deployment, SEO Optimization, Social Media Marketing, Project & Client Management.

LANGUAGES

- French
- English
- Arabic