

Samir George

Senior Web Developer

Digital platforms | WordPress and e-commerce | Integrations and workflow design

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Profile

Senior Web Developer with freelance e-commerce experience since 2019. Translates high-level business requests into customer journeys and operational workflows, then implements the systems behind them. At Andersen, developed OVZA custom WordPress plugins for checkout, post-payment communication and company-formation tracking. Earlier experience spans marketing, customer support and release testing.

Core skills

Development: WordPress, WooCommerce, custom plugins, API and third-party integrations.

Workflow delivery: requirements elaboration, customer journeys, checkout and post-payment flows, order tracking, operational stage controls and automated transitions.

Additional platforms and experience: Shopify, PrestaShop, Salla, Google Ads and customer support.

Relevant experience

E-Commerce Developer | Freelance

January 2019 - Present

- Develop e-commerce and business websites, with experience across WordPress/WooCommerce, Shopify, PrestaShop and Salla. Current client work is delivered under the Sabbk name.

Senior Web Developer | Andersen in Egypt

November 2025 - July 2026

- Developed OVZA custom WordPress plugins, expanding basic payment pages and code embedded across the theme, snippets and Elementor into connected service workflows.
- Translated verbal manager requests and incomplete Figma screens into detailed customer and operational workflows, developing and implementing the missing steps.
- Built notary-service checkout and post-payment actions, including communications for customers and administrators.
- Built company-formation order tracking with customer status visibility, operational stage controls and automatic transitions based on predefined rules.

WordPress Developer | Innova Wide

May 2023 - February 2025

- Worked on WordPress websites including innovawide.com, alsahlawi.qa, lawmax.app, jozalawfirm.com and justice-qa.com.

Earlier experience

Marketing Specialist | mintMe.com

June 2020 - March 2021

- Contributed to the marketing team's work to reach target audiences and build brand awareness.

Marketing Specialist | Coinimp.com

November 2017 - June 2018

- Tested releases and new features, answered customer questions and provided basic technical support.
- Managed Google Ads campaigns and social profiles, and carried out off-page SEO activities.

Marketing Specialist | ABC Hosting Ltd

November 2016 - June 2018 | Remote

- Tested releases and features; helped customers understand the platform, choose hosting plans and resolve common issues.
- Translated website content, posts and release notes into Arabic for ABA.ae.
- Managed Google Ads and social profiles, supported off-page SEO, and researched and designed a shopping-cart prototype.

Education

Diploma of Education in Computer Science

Faculty of Graduate Studies for Statistical Research, Cairo University

September 2021 - May 2023

Bachelor's degree in Business and Commerce

Cairo University | 2015 - 2019

Languages

Arabic: Native or bilingual | English: Professional working | German: Elementary

Professional development

Foundations of Project Management; Foundations of User Experience (UX) Design; Marketing Analytics Foundation.