

YOUSOUF DAHAMNI

WEB APPLICATION DEVELOPER · WORDPRESS / PHP

Algeria · Available Remote / International

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French · English · Arabic

EXECUTIVE SUMMARY

WordPress/PHP developer, webmaster and digital-project analyst with experience across e-commerce, public-sector websites, CRM/marketing integrations and product design. Combines engineering, performance optimization, operational management, UX/design thinking and stakeholder leadership to deliver maintainable web platforms. Strong at diagnosing ambiguous problems, improving workflows, documenting solutions and connecting technical execution to measurable customer and business outcomes.

TECHNICAL & DELIVERY CAPABILITIES

WordPress / WooCommerce

PHP / HTML / CSS / JavaScript

Theme and plugin customization

Responsive and mobile design

Technical SEO / Search Console

Caching / CDN / performance

Analytics and tracking

Open Graph / social feeds

CRM and marketing integrations

Catalog and taxonomy operations

Accessibility-conscious UX

Security and maintenance awareness

Testing / QA / troubleshooting

Git / Figma / PostgreSQL

React / Java / Spring

UML / BPMN / Agile delivery

EXPERIENCE DETAIL

Business Context	Professional and industrial-tools e-commerce platform with a broad product catalog, nested categories, numerous brands and variations, promotions, customer accounts, loyalty functionality and delivery across Algeria's 58 wilayas.
Ownership	Website operations, catalog governance, custom PHP/WordPress development, integrations, SEO, tracking, performance, responsive presentation, troubleshooting and continuous improvement.
Engineering	<ul style="list-style-type: none">Developed reusable PHP and WooCommerce customizations for checkout, stock visibility, order states, loyalty rollback, mobile confirmation and administrative workflows.Created bulk assignment, cleanup, verification, backup and reporting utilities for product-category relationships.Addressed header, navigation, category-menu and product-page behavior across desktop and mobile viewports.

Performance & Reliability	<ul style="list-style-type: none"> • Implemented advanced caching and CDN integration, improving page delivery and readiness for higher traffic. • Integrated mobile order confirmation, reducing failed transactions and improving order reliability by 30%. • Improved maintainability through documented, testable utilities and safer deployment practices.
SEO & Growth	<ul style="list-style-type: none"> • Resolved robots.txt, sitemap indexing, canonical and Search Console issues, contributing to a 50% increase in indexed pages and stronger keyword visibility. • Restored Facebook catalog functionality by correcting .htaccess, feed and bot-access issues, supporting product visibility and advertising. • Improved taxonomy, metadata, Open Graph signals and navigation—strengthening discoverability and the conversion journey.
Business Contribution	Supported commercial growth by making products easier to find, improving customer-order reliability, enabling advertising feeds and reducing friction across the shopping experience. A specific revenue-doubling claim has intentionally not been included without validated reporting.
Context	Client-delivery environments connecting web experiences, CRM data and marketing automation.
Responsibilities	<ul style="list-style-type: none"> • Supported Salesforce, Account Engagement and WordPress-connected landing pages, forms, consent, preference centers, tracking and email assets. • Configured and tested customer journeys to keep website behavior, CRM records and marketing flows aligned. • Collaborated across business and technical roles, investigated integration issues and communicated solutions clearly.
Value	Improved reliability and consistency across customer touchpoints while supporting traceable, maintainable delivery.
Context	Public-sector web and digital-transformation initiatives involving ministries, national agencies, public audiences and multidisciplinary delivery teams.
Analysis & Management	<ul style="list-style-type: none"> • Conducted stakeholder interviews, requirements analysis, process modeling, prioritization and change coordination. • Translated administrative needs into web features, information architecture, user journeys and implementation-ready documentation. • Used UML, BPMN, Figma, OpenProject and Agile practices to align scope, design and delivery. • Supported responsive design, wireframing, prototyping, usability testing, navigation and accessibility awareness.
Design & Quality	<ul style="list-style-type: none"> • Worked with development teams using React, Java/Spring, PostgreSQL and Git. • Explained technical choices to non-technical stakeholders and incorporated feedback into iterative improvements.
Initiatives	Ministry of Tourism digital services and audience/request workflows; Ministry of Sport Digiticket and adoption strategy; Invest in Algeria promotional portal; 7th GECF Summit digital experience.

SELECTED PROJECT PORTFOLIO

Invest in Algeria	Bridged agency, investor, content and technical needs; gathered requirements; managed priorities and change; contributed to a user-centric promotional portal and information architecture.	Stakeholder interviews, BPMN, UML, React, HTML, Figma, prototyping, usability, responsive design, accessibility.
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7th GECF Summit	Business Analyst and UX Designer. Organized agendas, speakers and logistics into intuitive navigation; translated stakeholder feedback into responsive design decisions.	Requirements elicitation, wireframes, prototypes, usability testing, visual design, information architecture, accessibility.
ESI Event Management System	Diagnosed existing processes and led functional/technical analysis for a system improving planning, registration, coordination, reporting and follow-up.	SWOT, process mapping, UX, React, Node.js, SQL, Postman, Git, testing.
YaCamp Tourism Platform	Product Manager and team leader for a portal connecting travelers and agencies; shaped personalized itineraries, booking concepts, stakeholder collaboration, market positioning and scalable product requirements.	Product strategy, leadership, market analysis, Agile, Figma, React, Node.js, SQL, UX.

EDUCATION & CREDENTIALS

Education Master's degree in Computer Science — Information Systems & Technologies, ESI Algiers

Certifications Salesforce Administrator · Salesforce AI Specialist · Scrum Foundation Professional

ROLE ALIGNMENT

Well aligned to WordPress web-application roles requiring PHP/HTML/CSS/JavaScript, mobile responsiveness, maintainability, analytics, search/discoverability, cross-functional collaboration, troubleshooting, UX awareness and communication with non-technical colleagues. Elementor, formal WCAG AA compliance ownership and translation-framework experience should only be claimed after confirming hands-on examples.

Achievement percentages reflect candidate-provided project results. Verify the measurement period and supporting evidence before an interview or formal background check.