Youssef Yasser

WORDPRESS DEVELOPER & MARKETING AGENCY CO-FOUNDER

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PROFILE

Full-stack WordPress developer with 4+ years of experience building high-performance, conversion-focused websites across multiple industries. Expert in custom WordPress development, Elementor Pro, WooCommerce, ACF, HTML5, CSS3, JavaScript, PHP, and MySQL. Experienced in translating designs into pixel-perfect, production-ready websites, with strong knowledge of technical SEO, AEO, performance optimization, website security, and multilingual builds. Founded WebScale Labs in 2025, managing end-to-end client projects from brief to launch. Built dozens of production websites while working with agencies and directly with clients globally.

WORK EXPERIENCE

Founder **Oct 2025 – Present**

WebScaleLabs — Marketing Agency

Founded and operates a marketing agency. Responsible for all client acquisition, scoping, development, SEO, performance optimization, and launch. Sole developer on every project from brief to final delivery, building high-converting websites across multiple industries and international markets.

WordPress Developer **Oct 2026 – Present**

Münchener Marketing Gruppe

Built WordPress websites in Elementor Pro from Figma designs, translating each layout into pixel-perfect, fully responsive pages. Delivered SEO-ready builds for multiple client brands within an ongoing project pipeline.

WordPress Developer **May 2026 – Present**

The Trendy Geek

Built WordPress and Elementor Pro websites for agency clients. Delivered fully SEO-optimized final versions of each site, covering on-page SEO, technical SEO implementation, and performance-ready builds from development through to launch.

WordPress Developer **Sep 2025 – Present**

Harper Media Group

Built and maintained WordPress websites for agency clients. Implemented on-page SEO, developed conversion-focused landing pages, and handled QA across 160+ URLs. Built and audited a full SOP documentation library and supported recruitment coordination for technical roles.

WordPress Developer **Oct 2025 – Mar 2026**

Eduhive

Developed multiple WordPress websites for an education management consultancy. Sole responsible for design and development on each project, covering landing pages, institutional content architecture, multi-service sections, and lead capture flows.

WordPress Developer **Mar 2023 – Present**

Palm Studio

Developed WordPress websites for agency clients across construction, interior design, home services, fitness, and e-commerce. Built fast, responsive, SEO-optimized sites using Elementor Pro and WooCommerce while collaborating with agency teams and marketing specialists.

WordPress Developer **Oct 2022 – Jun 2025**

Digital Design Empire

Developed dozens of WordPress websites for agency clients across multiple industries. Responsible for full design implementation, Elementor Pro builds, WooCommerce setup, custom CSS and JS, on-page SEO, and client delivery across a high-volume project pipeline.

TECHNICAL SKILLS

WORDPRESS

– Elementor Pro

LANGUAGES & TOOLS

– HTML5 (semantic, accessibility)

SEO & OPTIMIZATION

– Technical SEO (crawlability, schema)

- Advanced Custom Fields (ACF)
- WooCommerce
- Custom plugin development
- Astra / Genesis themes
- Website backups & migrations
- Multilingual sites (Polylang / Polylang Pro)
- WordPress security best practices

- CSS3 (Flexbox, Grid, animations)
- JavaScript (ES6+)
- PHP (hooks, custom functions)
- MySQL (queries, DB management)
- Git / GitHub
- Hostinger / cPanel
- Rank Math / Yoast SEO

- On-page SEO
- AEO — Answer Engine Optimization
- Core Web Vitals optimization
- Website speed optimization
- Google Analytics & Search Console
- Conversion-focused architecture

DESIGN TO DEVELOPMENT

- Design-to-development conversion
- Pixel-perfect implementation
- Responsive design (mobile-first)
- UI/UX best practices
- Custom CSS / JS enhancements

INTEGRATIONS & FEATURES

- Payment gateway integration
- AI chatbot integration
- Lead magnets & capture systems
- Booking / scheduling systems
- WhatsApp & social media integration
- Google Analytics setup
- REST API / third-party APIs

MARKETS & LANGUAGES

- Arabic (native)
- English (fluent)
- UK, US, GCC, Swiss, and MENA markets
- Direct client & agency collaboration
- End-to-end project ownership
- Deadline-driven delivery

SELECTED PROJECTS — SOLE DEVELOPER, SCRATCH TO LAUNCH

BardanCo
bardanco.com

Built a bilingual (EN/AR) WordPress site for a Syrian B2B trading company spanning construction materials and food commodities, plus three industrial divisions. Developed an 8-page architecture with trading overviews, capabilities, and industrial pages, full RTL support, and a custom brand system. Handled full design, development, and on-page SEO.

WebScale Labs
webscalelabs.co

Built the full agency website on WordPress and Elementor Pro. Implemented multi-section service architecture, pricing pages, AI chatbot integration, lead magnet system, booking system, WhatsApp integration, SEO-optimized blog, and a conversion-focused quote flow. Wrote all copy and handled all on-page SEO.

Soul Architecture
soularcheg.com

Built a bilingual (EN/AR) full website using Polylang Pro. Developed 4 service pages, a projects portfolio, blog, testimonials, AI chatbot, lead magnet with countdown timer, booking system, and full on-page SEO. Handled all design, development, and content structure.

Iron Pulse Gym
ironpulse.webscalelabs.co

Built a gym membership landing page on Elementor Pro. Developed a bold editorial design, implemented a lead capture system, class schedule section, membership pricing, and a fully responsive mobile-first layout.

Metricly
metricly.webscalelabs.co

Built a SaaS analytics landing page on Elementor Pro with a dark design system, feature sections, social proof blocks, pricing table, and a conversion-focused CTA flow. Handled full design and development.

Duplays
duplays.com

Rebuilt a Dubai sports advisory and asset management company's website in WordPress and Elementor Pro from a React prototype. Developed Home, Services, Work, Case Study, About, Press, and Contact pages with a custom brand system and a Pipedrive-connected contact flow, targeting investors, developers, and government entities. Handled full design, development, and on-page SEO.

Luxe Lease
luxelease.webscalelabs.co

Built a full multi-page WordPress site for a property management company. Developed property listing pages, owner and tenant portals, 7 service pages, pricing page, blog, booking system, quote form, and an interactive property type selector. Handled full design, development, copy, and on-page SEO.

Nova Smile Dental
novasmile.webscalelabs.co

Built a dental clinic landing page on Elementor Pro. Designed the layout, structured service sections, integrated a booking system, implemented trust-building elements, and handled all on-page SEO from scratch.

Edge Group
edgegroup.webscalelabs.co

Built a contracting company landing page on Elementor Pro. Structured service architecture, portfolio section, credibility blocks, and an inquiry form. Handled full design, development, and on-page SEO.

Horizon HVAC
horizonhvac.webscalelabs.co

Built an HVAC service landing page on Elementor Pro. Structured local SEO sections, service area coverage, lead capture forms, and a trust-building layout. Handled full design, development, and on-page SEO.

Miss Fluffy
missfluffy.webscalelabs.co

Built a full WooCommerce e-commerce store. Set up the complete product catalog, category structure, checkout flow, payment gateway integration, and custom CSS styling. Handled full design and development from scratch.

FT Contracting
ftcontracting.co.uk

Built a full contracting company website targeting the UK market. Developed service pages, portfolio section, lead generation forms, and a responsive layout. Handled full design and development from scratch.

BCCIS East
bcciseast.ca

Built a full international school website for the Canadian market. Developed academic content architecture, responsive layout, and all on-page implementation. Handled full design, development, and launch.

Expert Intérieur
expert-interieur.ch

Built a multilingual Swiss interior services website using Polylang Pro. Developed French-language service pages, portfolio section, inquiry forms, and a responsive layout. Handled full design and development from scratch.

Expert Fenêtres
expert-fenetres.ch

Built a multilingual Swiss window and facade services website using Polylang Pro. Developed French-language service pages, product sections, inquiry forms, and a responsive layout. Handled full design and development from scratch.

Dietitian Yassin
dietitianyassin.com

Built a full WordPress and WooCommerce site for an online fitness coaching brand. Developed coaching plan pages with WooCommerce checkout, a transformations gallery, testimonials, plans and pricing pages, BMR and fat loss calculator tools, AI chatbot integration, lead magnet e-book flow, and a free consultation booking system.

Floral Egypt
floralegypt.com

Built a full WooCommerce e-commerce store for a floral delivery brand. Set up product categories, checkout flow, payment gateway integration, custom CSS enhancements, and a mobile-first responsive layout. Handled full design and development from scratch.

ASA CMC
asacmc.com

Built a full multi-page website for a construction management consultancy. Developed 10 service pages, project portfolio, about section, team pages, consultation booking flow, and full on-page SEO. Handled all design, development, and content implementation.

BSA Alexandria
bsalex.net

Built a full international school website. Developed multi-section academic content architecture, admissions flow, responsive layout, and performance optimization. Handled full design, development, and content implementation.

Expert Parquet
expert-parquet.ch

Built a multilingual Swiss flooring services website using Polylang Pro. Developed French-language service pages, a project gallery, lead capture forms, and a fully responsive mobile-first layout. Handled full design and development from scratch.

Expert Villas
expert-villas.ch

Built a multilingual Swiss villa construction and services website using Polylang Pro. Developed French-language service and project pages, lead capture forms, and a responsive layout. Handled full design and development from scratch.

Bloom Fitt Bar
bloomfittbar.com

Built a full WordPress and WooCommerce site. Developed a complete product catalog across 6 categories (smoothies, teas, cocktails, protein snacks, protein coffee, kids smoothies), a 21-Day Challenge section with sign-up and transformation pages, a Fit Club section, a BMR calculator, lead magnet with discount popup, blog, testimonials, FAQ, and a full contact and inquiry flow.

Top Air
topaireg.com

Built a full WordPress website for an AC supply and installation company. Developed service pages, a product catalog, lead capture forms, local SEO structure, and a fully responsive mobile-first layout.

CERTIFICATIONS

- HubSpot SEO Certification
- HubSpot Content Marketing Certification
- HubSpot Digital Marketing Certification

• HubSpot AEO Fundamentals Certification

EDUCATION & ATTRIBUTES

BSc, Mechanical Engineering
Faculty of Engineering, Cairo University
2019 – 2024

• Strong communicator across client and agency contexts
• Reliable with deadlines — sole delivery on every project
• Experienced across Egyptian, UK, Swiss, Canadian, and US markets
• Fluent in English and Arabic