Rana Nasser

Senior WordPress Developer I Performance Optimization & Core Web Vitals
Open to Remote Roles & Relocation

📧 rana.nasser66@gmail.com | 📞 +201110998800

🌐 https://rananasser66.github.io/Portfolio/ | 🔗 https://www.linkedin.com/in/rana-nasser-3b77aa51/

Summary

Senior WordPress Developer with 12+ years of experience building and optimizing high-performance, multilingual WordPress websites for hospitality and service-based businesses. Specialized in Core Web Vitals, performance optimization, scalable CMS architecture using ACF, and multilingual implementations using WPML.

Key Achievements

- Improved PageSpeed scores from ~50 to 90+ across multiple websites
- Reduced load times by up to 60%, improving engagement and UX
- Led front-end development for a network of hotel websites
- Implemented multilingual structures for international audiences

Experience

Lead Front-End Manager – Orascom Hotels Management (Remote)
- Led development and optimization of multiple hotel websites across the network.
- Improved performance (Core Web Vitals) and UX through code and asset optimization.
- Implemented multilingual websites using WPML with proper SEO structure.
- Standardized CMS architecture using ACF for scalability.

Senior WordPress Developer – Autoly (Canada) - Remote
- Developed scalable WordPress solutions with focus on performance and maintainability.

Senior WordPress Developer – Unplugged
- Built custom responsive WordPress websites and improved cross-browser performance.

Projects

Hawana Salalah (Hospitality Platform)
https://hawanasalalah.com/
- Optimized website performance, significantly improving load time and user experience
- Improved PageSpeed score from 63 → 99 (Desktop) and 9 → 80 (Mobile)
- Reduced load time by approximately 50%
- Improved booking flow usability and mobile responsiveness
- Enhanced SEO structure and overall page performance
- Integrated third-party APIs to deliver dynamic, real-time data:
  - Integrated RevRaise API to provide real-time room pricing
  - Aggregated customer reviews from Google and Tripadvisor via ReviewPro **API**

Orascom Hotels Network
- Led front-end development across multiple hotel websites
- Standardized CMS architecture using ACF for scalability

- Improved Core Web Vitals and overall performance across the network
  - Improved PageSpeed scores by approximately 40% across multiple website
  - Reduced average load time by approximately 50%

Hend & Lamiaa (Portfolio Website)
https://hendandlamiaa.com/
- Built custom WordPress solution using ACF and custom post types
- Optimized video-heavy content for performance
- Delivered smooth animations with fast load times

Core Skills

- WordPress (Custom Themes)
- WPML (Multilingual)
- Performance Optimization
- Technical SEO
- JavaScript
- ACF & CMS Architecture
- Woocommerce
- Core Web Vitals
- HTML/CSS
- PHP