

IBRAHIM KHALIFAH

WORDPRESS & AI WEB DEVELOPER

Phone: +962780618576 Email: ikhalifa685@gmail.com Website LinkedIn

PROFESSIONAL SUMMARY

Results-driven WordPress & AI-powered Web Developer with proven experience delivering high-performance websites for agencies and international clients. Specialized in WooCommerce, conversion-focused design, and AI-assisted development workflows. Successfully built and deployed multiple production-ready platforms across e-commerce, SaaS, and business websites with a strong focus on speed, UX, and scalability.

CORE SKILLS

- WordPress Development (Elementor, Custom Themes)
- WooCommerce & E-commerce Platforms
- Front-end (HTML5, CSS3, JavaScript)
- SEO On-Page Optimization & Performance Tuning (Core Web Vitals)
- AI Tools Integration (ChatGPT, Automation)
- UI/UX Enhancement & Conversion Optimization
- Remote collaboration (Slack, Notion, Trello)

AI & AUTOMATION

- AI-assisted website development workflows
- AI-generated content, images, and videos
- Automation of repetitive development tasks
- Rapid prototyping using AI tools
- SaaS & AI-based project building

WORK EXPERIENCE

WordPress Developer – PlusOne Agency

- Delivered multiple responsive, high-performance websites for agency clients
- Collaborated with design & marketing teams to improve user experience and conversions
- Optimized website speed and performance across all devices
- Implemented SEO best practices for improved visibility

Jabal Al-Hussein, Amman, Jordan | Jan 2025 – May 2025

Web Developer – IT MEDIA Agency

- Contributed to building a freelancing platform (Orderz House - UAE)
- Developed e-commerce stores with advanced filtering and secure checkout
- Built accessible websites tailored for specific user groups (elderly portal)
- Improved UI/UX and overall performance of multiple client websites

Amman, Jordan | Jun 2024 – Dec 2024

Freelance WordPress Developer | Remote

Remote | Ongoing

- Delivered 10+ client websites across different industries
- Built business, agency, and e-commerce websites focused on conversion
- Integrated AI tools to accelerate delivery and enhance output quality

EDUCATION

Jordan Academy For Maritime Studies 2017 – 2021

- STCW Certified in Marine Engineering
- GPA: Very Good

Blatinum Academy 2018 – 2019

- English Language Certificate
- Upper-Intermediate (B2)

FEATURED PROJECTS

OrderzHouse – Freelancing Platform

<https://orderzhouse.com/>

- **Built scalable platform with optimized performance**
 - **Improved responsiveness and user flow**
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Heiasat Design – Agency Website

<https://orderzhouse.com/>

- **Designed modern UI with strong branding**
 - **Optimized loading speed and SEO**
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Istidamah Labs – Corporate Website

<https://istidamahlabs.com/>

- **Developed clean, professional business website**
 - **Enhanced performance and structure**
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Noor Al Hayat – Spiritual healing Website

<https://noor-alhayat.com/>

- **Built responsive website with user-focused design**
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Dynify - Solutions – microsoft partner Website

<https://dynifysolutions.com/>

- **Designed a clean, modern website for Dynify Solutions with clear service structure.**
- **Enhanced UX with intuitive navigation and responsive design.**