MATEEN HATEFI

Freelance Web Developer

Highly motivated, passionate & creative WordPress developer with 7+ years of experience in providing hand-crafted solutions for projects of all types. Detail-oriented and excellent with team projects/collaboration. Experienced in organic SEO campaigns.

EDUCATION

UF | UNIVERSITY of FLORIDA

2009-2011

B.S. in Marketing

SKILLS

- **Ps** Adobe Photoshop
- **Ai** Adobe Illustrator
- **W** WordPress
- **N** Nginx
- **Woo** WooCommerce
- **aws** Amazon Web Services
- **HTML5** HTML
- **CSS3** CSS

EXPERIENCE

Tight Line Productions   *2012-2019*

Web Design & Development:

• Developed over 60+ custom, hand-coded websites in WordPress platform using HTML & CSS using best-practice coding standards.

• Experienced in WordPress Theme Customization including custom fields, custom post types/plugins as well as WooCommerce platform & add-ons, including Payment Gateway Integrations.

• Developed an e-Commerce platform (WooCommerce) that sold over $120,000 in sales.

• Administered project collaboration; solely responsible for digital workflow, backups, and project management. Worked directly with client(s) to establish project scope, interaction guidelines, and project timelines.

• Assisted in developing + maintaining LEMP infrastructure (Linux, Nginx, MySQL, PHP) on AWS.

• Monitored uptime, hosting, and databases to ensure websites are performing at maximum capacity.

• Developed backend web portals including a membership portal with password-protected backend with over 400+ vendors.

• Created and updated reusable code libraries to streamline WordPress development cycles.

• Fixed bugs from existing websites and implemented enhancements that significantly improved web functionality and speed using debugging tools such as Google Chrome & Firefox Developer Edition.

Search Engine Optimization:

• Conducted search engine optimization (SEO) efforts to increase organic SERP for clients and employer, including traffic analysis and reporting; both on-page and off-page optimization.

• Administered web analytics dashboards, reports, and key reporting tools; assisted clients in meeting their goals through month-by-month keyword rank, overall and organic web traffic to identify trends + patterns.

https://mateen.dev