

Rabeah Abbas

619-735-5686
hello@rabeah.me

Web Developer with 10 years of experience building high-performance websites and applications, leading teams, and delivering scalable WordPress and ecommerce solutions that support thousands of daily visitors and complex API integrations.

EXPERIENCE

Forge Apollo, *Lead Web Developer*

April 2022 - PRESENT

- Lead the planning, development, and maintenance of new and existing websites
- Supervise and mentor junior developers to enhance their technical skills and improve project efficiency.
- Translate client mockups into fully functional, high-performance web experiences.
- Integrate third-party APIs & services, including payment gateways and CRMs

BeMarketing, *Lead Web Developer*

November 2020 - April 2022

- Developed custom WordPress themes and plugins
- Managed a team of 4 junior developers, improving delivery times and standardizing development processes.
- Met with prospective clients to gather requirements, translate goals into project plans, and build budgets.
- Established documentation standards, improving onboarding and scalability across the team.

Hippo Medical Inc., *Web Designer & Developer*

November 2015 - March 2020

- Developed over 50 WordPress sites under tight deadlines. Sites ranged from high-traffic sites (7k+ daily visitors) to landing pages for large-budget PPC campaigns.
- Coded custom WordPress themes based on Underscores and ACF.
- Assisted in server-wide cleanup after a major hack that defaced over 100 sites. identified vulnerabilities, implemented DNS/server fixes, and achieved 2+ years of zero incidents.

SKILLS

Web Development: React, PHP, HTML, CSS, WordPress (custom themes/plugins)

E-commerce: Shopify, WooCommerce, BigCommerce

Other: API integrations, SEO, Team Leadership, Process Standardization, Agile Workflows

EDUCATION

East Stroudsburg University, East Stroudsburg, Pa — *Media Communications*

2008 - 2012

- Participated in Habitat for Humanity home builds and was part of the Enactus team, a nationwide team-based experiential learning organization, to develop entrepreneurial skills