

Rabeah Abbas

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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