Mohamed Khalifa

Full-Stack Web Developer & Digital Product Engineer

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PROFILE

I am a Full-Stack Web Developer with over 7 years of hands-on experience designing, building, launching, and maintaining websites and digital products. I work across the full stack — frontend UX, Laravel backends, databases, servers, integrations, and technical SEO — so businesses get one accountable engineer from brief to production.

EXPERIENCE

System Architect
Today

Freelance · Egypt & KSA

v4.0 — Architecture-first systems, AI-augmented craft, production ownership.

Senior Backend
2022

Software Companies & Startups

v3.0 — Performance, DevOps, mentoring, and end-to-end delivery.

Backend Developer
2020

Digital Agencies

v2.0 — APIs, MySQL design, and Laravel ownership on client platforms.

Junior Developer
2018

Freelance & Agencies

v1.0 — First production deploys. Learning the full request lifecycle.

EDUCATION

Bachelor of Computer Science
2015 — 2019

Cairo University

Core track: software engineering, databases, algorithms, and web systems.

Laravel & Clean Architecture
2019 — Present

Professional Practice · Continuous

Domain-driven design, service layers, testing discipline, and production Laravel patterns.

Database Performance Engineering
2020 — Present

MySQL · PostgreSQL · Indexing

Query plans, indexing strategy, migrations at scale, and backup/restore ownership.

DevOps & Server Ownership
2021 — Present

Linux · Nginx · Docker · VPS

Deploy pipelines, environment hardening, monitoring, and incident response.

SKILLS

AI Tools: Cursor · ChatGPT · Claude · GitHub Copilot · Prompt Engineering · AI-assisted Code Review

Backend: PHP · Laravel · WordPress · REST APIs · MVC Architecture · Authentication & Authorization · Livewire & Filament

Database: MySQL · PostgreSQL · SQLite · Oracle · Microsoft SQL Server · Query Optimization & Indexing · Database Design & Architecture · Database Security · Backup, Restore & Migration

DevOps & Servers: Linux (Ubuntu, CentOS) · Nginx / Apache · VPS Management · Cron Jobs & Automated Backups · Deployment & Environment Config · Docker

Frontend: HTML · CSS · JavaScript · Vue.js · Vite · Tailwind CSS · Alpine.js

Tools & Integrations: Git & GitHub · Payment Gateways · WhatsApp Business API · Caching & Optimization · Technical SEO & Audits · Redis

SELECTED PROJECTS

EGEC MENA — Educational Consulting Platform

EGEC MENA · Education · 2024

A bilingual educational consulting platform handling university admissions for students across the MENA region.

Laravel · MySQL · Redis · Nginx · Alpine.js

Invest in Egypt — Real Estate Investment Portal

Invest in Egypt · Real Estate · 2024

A property listing and investment portal for the Egyptian market with advanced search and bilingual content.

Laravel · MySQL · Redis · Cloudflare

Invest in KSA — Saudi Investment Platform

Invest in KSA · Real Estate · 2024

Arabic-first investment platform for the Saudi market with full RTL experience and English alternate.

Laravel · MySQL · Tailwind CSS · Nginx

EduGate UAE — Student Admission Portal

EduGate UAE · Education · 2023

University admission portal for international students applying to UAE universities.

Laravel · MySQL · Livewire · Nginx

Arab Students — Study Abroad Platform

Arab Students · Education · 2023

Content and lead-generation platform guiding Arab students through studying abroad.

Laravel · MySQL · Redis · Cloudflare

KSA Students — Saudi Student Services

KSA Students · Education · 2023

Service platform for Saudi students studying in Egypt, from admission to accommodation.

Laravel · MySQL · WhatsApp Business API

SERVICES

Website & Frontend Development — Corporate sites, landing pages, product marketing sites, and polished frontends — responsive, fast, accessible...

Custom Web Platforms & Laravel Systems — Custom web platforms, e-commerce cores, booking systems, and admin dashboards — clean Laravel architecture bui...

Performance & Database Optimization — Slow site? I profile queries, add composite indexes, introduce Redis caching, and tune servers — with before/a...

Technical SEO Audit — A developer-grade SEO audit: crawlability, structured data, hreflang, sitemaps, and Core Web Vitals — delivere...

Server & DevOps Management — VPS setup and maintenance retainers: Nginx, SSL, automated backups, monitoring, and zero-downtime deployments.

Multi-language Website Setup — Arabic/English platforms done right: RTL layouts, URL-based locale routing, hreflang tags, and translatable CM...

WhatsApp & Third-Party API Integrations — Connect your website to WhatsApp Business API, payment gateways, CRMs, and any third-party service with reliab...