ZAKARIA MESKINE

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SUMMARY OF QUALIFICATIONS

- 5+ years of experience in WordPress development, website optimization, and digital performance.
- Advanced skills in custom theme development, WooCommerce, and responsive UI/UX integration.
- Strong technical expertise in debugging, hosting management, DNS/SSL/SMTP configuration, and site security.
- Bilingual communicator (English & French) able to collaborate effectively across technical and non-technical teams.
- Hands-on experience with GA4, Google Tag Manager, event tracking, and conversion measurement.
- Proven record of improving Core Web Vitals, increasing PageSpeed scores, and reducing site load time.
- Demonstrated ability to solve complex website issues, optimize user journeys, and support digital growth objectives.
- Strong experience with Cloudflare CDN, caching layers, and performance auditing tools (Lighthouse, GTmetrix).
- Experienced with Google Ads, Meta Ads, email automation platforms, and full-funnel SEO strategies.

WORK EXPERIENCE

Freelance Web Developer & Digital Marketing Specialist **Jan2026–Present**

- Develop and redesign WordPress websites for small businesses and agencies
- Lead the complete redesign and SEO optimization of the Le Studio Web Design website.
- Improve website performance using caching, CDN, and optimization techniques (LiteSpeed, PageSpeed improvements).
- Conduct technical SEO audits and implement on-page optimization strategies.
- Design and develop responsive web pages focused on lead generation and conversion
- Configure hosting environments, domain management, and website security
- Manage digital marketing initiatives including SEO strategy and paid advertising planning (Google Ads / Meta Ads).

Consultant Seo **Sep2025–Dec 2025**

Opes Software, Quebec, Canada

- Performed a full technical and SEO audit using GTmetrix, PageSpeed Insights, SEMrush, Ahrefs, Google Analytics, Search Console, and Screaming Frog.
- Diagnosed and resolved major WordPress issues, including outdated core, multiple page builders, plugin conflicts, and security vulnerabilities.

- Optimized site architecture by reducing plugin bloat by 65%, updating WordPress safely, and implementing Wordfence, Cloudflare CDN, and advanced caching.
- Improved performance score from 39 → 80 and enhanced Core Web Vitals, significantly boosting load time and user engagement.

Web Developer **2023–2025**

Net Courtage Assurances, Rabat

- Built the company's entire digital ecosystem from scratch, including the corporate website, multiple blogs, and insurance comparison platforms in WordPress.
- Designed and executed a full lead-generation strategy (SEO, Google Ads, Meta Ads, Email), scaling from 0 to 600+ monthly leads, including 100 high-quality organic leads.
- Increased conversion rate from 3% to 12%, allowing the company to fully switch from purchased leads to in-house digital acquisition and reduce acquisition costs.
- Implemented advanced SEO architecture and keyword mapping to avoid cannibalization and ensure long-term, sustainable organic traffic growth.
- Managed all web infrastructure: domain acquisition, hosting, WordPress setup, theme integration, and plugin optimization (GTmetrix & PageSpeed scores consistently 90%+).
- Built and managed cross-channel social media presence (Facebook, LinkedIn, Pinterest, Instagram) aligned with both organic and paid acquisition targets.
- Produced optimized visual and video assets using Canva, Freepik, and AI video tools, improving engagement and ad performance across campaigns.

Web Developer **2021–2022**

BAEC, Rabat

- Developed and optimized multiple government websites using WordPress and Joomla.
- Managed DNS, hosting, and mail systems for multiple domains.
- Improved SEO visibility by 30% via technical optimizations.
- Ensured updates, backups, and stability improvements.
- Resolved 50+ website issues improving uptime and reliability.

EDUCATION & TRAINING

Canadian Degree Equivalency (WES)	2024
Master's in Web Development – High-Tech Institute, Morocco	2013
TCF Canada — Niveau C1 (Compréhension orale, écrite, expression orale & écrite)	2024

CERTIFICATIONS

- Google Digital Marketing — Google Atelier Digital 2022
- Google Analytics 4 (Advanced) — Analytics Academy 2023
- Google Analytics 360 — Analytics Academy 2023
- Google Tag Manager Fundamentals — Analytics Academy 2023
- GA4 for Beginners — Analytics Academy 2023
- Semrush SEO Crash Course — Semrush Academy 2023