



Saleem Summour

WORDPRESS & WOOCOMMERCE ENGINEER · PRODUCT FOUNDER

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LOCATION Gaza, Palestine

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CORE SKILLS

WordPress & WooCommerce

WooCommerce extension development, HPOS, Cart & Checkout Blocks, Store API, Gutenberg blocks, plugin & theme development from scratch, hooks & filters, WP REST API

Languages

PHP, JavaScript, TypeScript, React (Gutenberg), HTML, CSS, SQL

Engineering Practice

WordPress Coding Standards (WPCS), PHPUnit testing, Git & GitHub, PR-based code review, performance & query optimization, debugging

APIs & Integrations

REST APIs, JSON, webhooks, third-party & ERP integrations (DHL, Calendly, payment & shipping providers)

AI & LLM

OpenAI API, prompt engineering, LLM integrations, NLP fundamentals

Data & Infrastructure

MySQL, database design, Power BI, advanced Excel; Linux server & hosting administration

ACCELERATORS & PROGRAMS

PROFILE

WooCommerce plugin engineer and entrepreneur with **12+ years** in the WordPress ecosystem. I build **commercial WooCommerce extensions** — backend PHP against modern internals (HPOS, Blocks & the Store API, Gutenberg) — shipped to **thousands of merchants worldwide**, and I founded and run my own SaaS-style platform. I work at the intersection of engineering and business: architecting systems that are performant, standards-compliant, and genuinely useful — with growing depth in **AI/LLM integrations, automation, and data analysis**.

PROFESSIONAL EXPERIENCE

WordPress / WooCommerce Plugin Engineer

CURRENT

FEB 2023 – PRESENT

Progressus · Full-time · Remote

- Build and maintain commercial WooCommerce extensions distributed to thousands of merchants worldwide — backend PHP, plugin architecture, and REST / Store API integrations.
- Deliver compatibility with modern WooCommerce internals: HPOS (High-Performance Order Storage), Cart & Checkout Blocks, and the Gutenberg block editor — including the block-based email editor.
- Optimize performance for large catalogs and high order volumes (cache priming, query reduction) and hold code to WordPress coding standards (WPCS) with PHPUnit coverage.
- Ship through a disciplined PR workflow — Linear issues, structured code review, and documentation regression checks — working alongside product and QA.

Founder Gym

Cohort 9 — Pre-seed founders program
Apr – Jul 2019

Gaza Sky Geeks — Gexelerator

Startup accelerator (with Lvendr)
2018

Gaza Sky Geeks — Skylancer

Freelance academy
Apr – Jul 2017

BTI — Business Technology Incubator

Seed program (with Perfect Solution)
2015

PICTI — Palestine ICT Incubator

Startup incubation (with Fantazia)
2014

EDUCATION

BSc, Computer Systems Engineering

Al-Azhar University — Gaza
2012 – 2018

FEATURED IN

Wamda

MENA startup feature — entrepreneurship in Gaza
2018

MENACatalyst

Lvendr startup success story
2018

MostaqI Blog

Featured freelancer interview
2018

LANGUAGES

Arabic	Native
English	Fluent

Co-founder & CEO CURRENT

SEP 2018 – PRESENT

Lvendr · lvendr.com

- Architected an Arabic-language website builder and WordPress theme marketplace that lets non-technical users launch a complete site in minutes.
- Built the provisioning automation — one-click theme install, demo-content import, domain registration, and hosting setup — orchestrated through provider APIs and webhooks.
- Winner — MENACatalyst Santiago Pitch Challenge** (Gaza edition, 2018); selected to pitch Lvendr in Santiago, Chile.
- Own the product end to end: architecture, engineering, and business strategy.

WordPress Developer CURRENT

MAY 2022 – PRESENT

Logitude World · Part-time · Remote

- Maintain and improve the corporate website; handle server administration and hosting.
- Optimize performance, page speed, and SEO; diagnose and resolve bugs.

WordPress Developer

AUG 2021 – DEC 2023

Bpaths · Part-time · Remote (KSA)

- Designed and built a property-management platform with role-based dashboards for tenants and landlords.
- Owned site architecture plus server administration and hosting.

WordPress Developer

SEP 2020 – DEC 2022

Concepts · Part-time · Remote (Ramallah)

- Built and maintained client websites; managed servers and hosting infrastructure.

Freelance WordPress Developer

2019 – 2021

Gaza Sky Geeks (GSG) Agency

- Delivered WordPress development for agency clients through GSG's outsourcing program.

Freelance WordPress Developer

SEP 2015 – AUG 2021

MostaqI

- Completed **73 projects** at a **4.9 / 5.0** rating across 60 client reviews ([verified profile](#)).
- Scope ranged from theme customization to building custom plugins and themes from scratch.

- **Founder & CEO** 2015 – 2018
Perfect Solution
 - Ran a web-services startup offering hosting and website development; wound down to focus on Lvendr.

- **Co-founder & CTO** 2013 – 2015
Fantazia · First startup
 - Built a WooCommerce store with a live product customizer for t-shirts and accessories, on a theme coded from scratch.
 - Owned the full technical build and managed a dedicated Linux server.

EARLIER EXPERIENCE & TRAINING

- **Web Developer (Freelance)** 2011 – 2015
Traidnt.net
 - WordPress and vBulletin development for Arab clients; website security, SEO, and Linux server maintenance.
- **WordPress Trainer** 2015
Al Nour Company for IT & Communication — Gaza
- **WordPress Trainer** 2013
Al-Azhar Continuing Education Centre — trained 20+ students