

HASSAN ELHASSAN

Senior Front-End Developer

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SUMMARY

Senior front-end developer with 15+ years of experience building high-performing websites for nonprofits, associations, and organizations of all sizes. WordPress specialist who has worked across every corner of the platform, from page-builder sites to fully custom hybrid Gutenberg block themes, backed by strong Salesforce ecosystem experience. Deeply focused on site speed, security, WCAG/508 accessibility, and the complete user experience and journey. A natural problem solver who picks up new technologies quickly and is always looking to grow, currently applying AI-assisted workflows to improve efficiency.

SKILLS

Languages & Core: HTML, CSS/SCSS, JavaScript, jQuery, PHP, MySQL, React (working knowledge)

CMS & Platforms: WordPress, Drupal, WooCommerce, Elementor, Sitefinity, Pantheon, WPEngine

Salesforce Ecosystem: Experience Cloud Sites, Pardot, Lightning Design System

Build & Workflow: Git, GitHub, Bitbucket, NPM, Yarn, Vite, Gulp, ESLint, Prettier, Lando, GTM, GSAP

Frameworks & Tools: Bootstrap, Tailwind CSS, Figma, Claude Code

Spoken Languages: English, Arabic (bilingual)

EXPERIENCE

Senior Front-End Web Developer | Fionta, Washington, DC

10/2015 – Present

Digital agency serving 1,000+ nonprofits and associations; 5-star rated Salesforce partner.

- Built and maintained WordPress and Drupal websites serving approximately 30 million visitors annually
- Delivered 15,200+ billable client hours while sustaining productive long-term relationships across dozens of nonprofit and association accounts
- Played a key role in client engagements exceeding \$200K, contributing to scoping, estimates, proposals, and relationship management from kickoff through launch
- Served as development lead on multi-developer projects: reviewed and tested code, unblocked teammates, and architected front-end solutions
- Implemented SSO, Salesforce Experience Cloud Sites, Pardot templates, and bi-directional Salesforce/WordPress data syncs
- Redesigned the WordPress development workflow and template system, cutting build times by 40%
- Optimized site performance through database tuning, code and image optimization, and adherence to page speed standards
- Performed security hardening, plugin audits, and vulnerability remediation, including full site recovery and cleanup after compromises
- Trained clients on site management and authored documentation enabling self-service maintenance

Selected Projects

- **TaxFoundation.org:** Sole front-end developer for a multilingual site build with 15,000+ posts and complex taxonomy, peaking at 22M annual visitors; drove a 22% increase in search impressions, 41% increase in search clicks, and 20% increase in sitewide retention; earned two 2023 Gold Davey Awards
- **CEW.org:** Built a custom hybrid WordPress/Gutenberg theme with SSO and Salesforce data sync for the beauty industry's largest member community; migrated and restructured thousands of articles and member-gated content, achieving 100/100 accessibility and SEO scores

- **AmericanAnthro.org**: Front-end build for the American Anthropological Association, the world's largest scholarly and professional organization of anthropologists; built to WCAG AA/AAA standards and recognized with a 2023 Gold Davey Award
- **TempleSinaiAtlanta.org**: Senior WordPress and front-end developer for a full rebuild on Pantheon with a modular Gutenberg block system for non-technical staff and Salesforce data sync; winner of four Silver Davey Awards in 2025, including Best User Experience
- **GreaterThan.org (KFF)**: Longtime development partner for a national HIV awareness and prevention initiative; delivered 3,000+ tickets across nationwide campaigns over 10 years

Senior Front-End Web Developer | Matrix Group International, Arlington, VA

02/2012 – 10/2015

Interactive agency serving 130+ organizations nationally.

- Crafted award-winning websites recognized by Davey Awards, AVA Digital, Hermes Creative, MarCom, and MobileWebAward
- Helped establish the company's WordPress starter theme, standardizing development practices across projects
- Built and maintained Sitefinity and WordPress client sites in collaboration with developers, PMs, and clients

Front-End Web Developer | Captus Communications, Falls Church, VA

05/2011 – 02/2012

Health-focused communications agency (merged with JBS International in 2013).

- Converted design files into production websites using PHP, JavaScript, HTML, and CSS for nonprofit and government clients

CERTIFICATIONS

Claude Partner Network Certification, Anthropic Skilljar

06/2026

Developer certification covering Anthropic API integration, advanced prompting, tools, Claude Code, subagents, and AI system architecture.

EDUCATION

B.S., Information Technology (Web Development), Minor in Business, George Mason University

08/2011

A.S., Information Technology, Northern Virginia Community College

05/2008

INTERESTS

Avid traveler: visited 68 countries so far, with a goal of reaching 100.