

# FADI M. CHEHADI

HEAD OF TECHNICAL OPERATIONS • WEB & IT SYSTEMS • TECHNICAL SEO & AI • TEAM LEADERSHIP

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## PROFESSIONAL SUMMARY

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Technology operations leader with 8+ years directing teams and delivering complex web and digital programs for agencies and high-profile clients across the US, Canada, Europe, and MENA - 350+ projects delivered. I pair executive-level leadership (building teams, SOPs, and scalable systems) with hands-on technical depth, and I lead the adoption of a modern, AI-accelerated web stack - Next.js, TypeScript, Tailwind CSS, Supabase, Vercel, Cloudflare, and GitHub with a custom-built CMS - that ships faster and scales better than traditional WordPress platforms. Proven record improving performance, search visibility, conversion, and operational efficiency while aligning technology with business goals and ROI.

## SELECTED HIGHLIGHTS

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- **Modern stack leadership:** Drive the agency's shift to an AI-accelerated web stack (Next.js, TypeScript, Tailwind CSS, Supabase, Vercel, Cloudflare, GitHub) with a custom-built CMS - faster, more secure, and more scalable than WordPress.
- **Growth impact:** Raised user engagement 36%, page views 136%, organic traffic 42%, and domain authority 9 points, while maintaining 99.9% uptime across a multi-sector portfolio.
- **Scale & breadth:** Delivered 350+ web projects across the US, Canada, Europe, and MENA for B2B and B2C clients in finance, healthcare, legal, e-commerce, and more.
- **Operational efficiency:** Built SOPs, QA, and AI-driven workflows that cut task completion time 25% and standardized delivery across distributed teams.

## WORK EXPERIENCE

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### SLIQ by Design

Head of Technical Operations

05/2025 - Present

Remote - California, USA

- Direct all technical operations across an agency portfolio - strategy, delivery, and engineering standards spanning the modern web stack (Next.js, TypeScript, Tailwind, Supabase, Vercel, Cloudflare, GitHub) and WordPress/Shopify.
- Lead adoption of an AI-accelerated development workflow (agentic coding with Claude Code) and a custom-built CMS, shipping faster, more secure, and more scalable sites than traditional WordPress.
- Own technical SEO strategy and audits across client and internal sites, lifting domain authority 9 points, session duration 117%, and organic traffic 42%; raised engagement 36% and page views 136%.
- Establish SOPs, QA, and delivery workflows in Asana and ClickUp, cutting task completion time 25%; lead integrations across HubSpot, Zapier, Figma, APIs, and AI automation tools.
- Govern hosting, SSL, security, backups, and uptime (99.9%); mentor developers and contractors and set QA, estimation, and hiring standards.

### Taurex

Senior Web Developer & Team Leader

05/2022 - Present

Remote - London, UK

- Lead and mentor a web development team for an international, multi-million-dollar financial brokerage.
- Direct site builds and optimization (Elementor, ACF, WooCommerce, PHP, JS, HTML/CSS), improving performance and UX 40%; architect custom PHP plugins (e.g. job-listings plugin with alphabetical sorting).
- Own SEO strategy and GA4/GTM tracking, growing organic traffic 35% and improving keyword rankings.
- Standardize staging, font loading, cookie compliance (Complianz), and multilingual routing; document processes in Confluence.
- Run technical support and Jira triage, cutting resolution time 30%; apply AWS to optimize infrastructure reliability.

### Freelance

Full Stack Web Developer & SEO Specialist

2016 - Present

Remote

- Build and oversee WordPress, Shopify, and WooCommerce sites (front- and back-end) for clients across the US, Europe, and MENA; create custom themes and plugins, maintaining 95%+ client satisfaction.
- Deliver migrations (Wix-to-Vercel, WordPress), full redesigns, and technical SEO with increasingly AI-assisted, modern-stack delivery.
- Run SEO audits, content optimization, and campaigns to grow visibility; maintain e-commerce operations and ongoing support.

## American University of Beirut (AUB)

2020 - 2021

### L2 IT Support

Beirut, Lebanon

- Delivered on-site and remote IT support across Windows and Apple systems, resolving 95% of tickets within SLA.
- Installed, configured, and maintained computers and peripherals; diagnosed and repaired hardware to minimize downtime.

## TECHNICAL SKILLS

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**Leadership & Operations:** Technical operations, team leadership & mentoring, SOPs & workflow design, QA, hiring & vendor management, CRO & A/B testing, project & delivery management (Asana, ClickUp, Jira, Confluence)

**Modern Web Stack & AI:** TypeScript, Next.js, React, Tailwind CSS, Supabase, Vercel, Cloudflare, GitHub, headless & custom CMS, AI-accelerated / agentic development (Claude Code), AI integrations & chatbots, automation (HubSpot, Zapier, APIs, webhooks)

**Web, CMS & E-commerce:** WordPress, Elementor, ACF, WooCommerce, Shopify, PHP, JavaScript, jQuery, HTML, CSS, custom themes & plugins

**SEO & Performance:** Technical SEO, audits, keyword research, content optimization, schema markup, sitemaps, Core Web Vitals, page-speed optimization, GA4, GTM, heatmaps

**Cloud & Infrastructure:** AWS, Vercel, Cloudflare, Bluehost, SiteGround, hosting, SSL, security, backups, Git, GitHub CLI

## CERTIFICATIONS

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- AWS Certified Cloud Practitioner (CLF-C02) • Enhancing Team Innovation - LinkedIn (2026)
- Google Technical Support Fundamentals • Cisco Networking Academy - Networking & Security

## EDUCATION & LANGUAGES

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**BBA, Management Information Systems** - Lebanese International University, Beirut

**Languages:** English (fluent) • Arabic (native)