

Mete Adan

Technical Support & Web Operations Specialist | WordPress & WooCommerce
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Professional summary

Versatile and results-driven Web Developer, SEO Specialist and E-commerce Consultant with over 20 years of hands-on experience building websites and digital strategies that convert. Founder of ADAN WEB, a remote-first design and SEO agency serving businesses in the UK and internationally. Experienced in WordPress/WooCommerce, technical and on-page SEO, performance optimisation, client relationships and practical business development.

Work experience

Founder, Web Designer & SEO Strategist

ADAN WEB - Digital Agency | London / Remote | June 2025 to Present

- Design mobile-first websites for service businesses, retailers and e-commerce brands.
- Implement technical SEO, structured data, metadata, internal linking and performance audits.
- Deliver WordPress, WooCommerce and Shopify builds tailored to client goals.
- Create branding, landing pages and SEO-rich content designed to grow visibility and conversions.

Bedroom Design Consultant / Field Sales Representative

Sharps Bedrooms Ltd | London | December 2022 to February 2023

- Attended home appointments to design and sell fitted bedrooms, offices and living spaces.

Showroom Manager

Enfield Kitchen Centre | London | February 2021 to December 2021

- Managed a kitchen showroom; designed and sold kitchens, worktops and appliances.
- Helped build a new supply chain to improve local competitiveness.

Field Sales Representative

Howdens Joinery | London | February 2021 to June 2021

- Responsible for acquiring new trade accounts and field sales activity.

Kitchen Designer / Sales

Wren Kitchens | London | June 2020 to February 2021

- Designed and sold kitchens by appointment; became a top designer in the showroom.

Kitchen and Bathroom Designer

Wickes | London | July 2017 to June 2020

- Designed and sold kitchens and bathrooms using 20/20 Fusion; performed home surveys and measurements.

Kitchen Design, Sales & Operations

Unique Kitchen & Bathroom Ltd | London | May 2015 to February 2017

- Designed kitchens and bathrooms, managed suppliers, purchasing and ordering.
- Helped establish a kitchen and bathroom showroom and develop its local market position.

Operations and Sales Manager

Unique Marble Ltd | London | March 2011 to May 2015

- Led sales and marketing of natural stone products; serviced a network of 100+ kitchen showrooms.
- Set up showroom and production capability for granite kitchen worktops and vanity tops.

Operations and Sales Manager

Mediterranean Stones | London | December 2009 to March 2011

- Managed sales and marketing of natural stone tiles and mosaics and developed showroom/factory operations.

Web Developer / Programmer / Internet Sales

DeHart Tooling Components | Hickory, NC | February 2006 to December 2006

- Developed e-commerce applications and optimised company websites for search engines.
- Helped establish an online store for an Italian tooling partner targeting US customers.

Web Developer / Programmer / Network Specialist

Uni4Web | Hickory, NC | July 2003 to February 2006

- Provided technical support, hosting and web development services; managed networks for 60+ customers.
- Set up and maintained web servers, IIS and DNS services.

High Speed Internet Data Specialist

Charter Cable | Hickory, NC | July 2002 to July 2003

- Provided technical and PC support for high-speed internet users.

Network Administrator / Developer / Programmer

DeHart Tooling, Inc | Hickory, NC | 2001 to April 2002

- Designed an online ERP solution and SQL database for inventory, sales and production.
- Managed a 20-user network and supported the company's transition to a computerised work environment.

Executive Search / Direct Hire Consultant

Express Personnel Services | Hickory, NC | 2000

- Matched job seekers with employers, interviewed candidates and implemented an online recruiting system.

Office Manager

Connect, Inc | Hickory, NC | 1999 to 2000

- Progressed from customer support technician to Office Manager.
- Provided technical support, designed websites and sold internet, hosting and web design services.
- Signed up more than 1,500 customers in less than a year.

President / Owner

Uni4Web Web Design | Hickory, NC | 1997 to 1999

- Founded a web design and computer services business serving local and nationwide clients.
- Sold hosting, design and internet application services and developed local directory applications.

Office Manager

Cellular Solutions, Inc | Lenoir, NC | 1996 to 1997

- Managed the Lenoir store, built the customer base and trained customers in cellular and paging equipment.

Education

MBA / Business Administration - University of North Carolina at Charlotte | 1995

Business Administration - Lenoir-Rhyne College | Hickory, NC | 1989 to 1995

Medicine - Istanbul University School of Medicine | Istanbul | 1983 to 1989

Core skills

WordPress • WooCommerce • Web Development • SEO • E-commerce • Technical Support • IT Operations • Sales • Business Development • Operations Management • Project Management • Kitchen Design • CAD • Adobe Photoshop • Microsoft Office

Selected links

meteadan.com | adanweb.com | dieselinjectorpro.com