

Ameni Chihaoui

Web Developer | WordPress & WooCommerce Specialist | Digital Marketing Expert

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Profile

Full-stack **Web Developer** and **Digital Marketing Specialist** with strong expertise in **WordPress & WooCommerce development**, custom themes/plugins, and performance optimization. Skilled at combining technical know-how with SEO and marketing strategies to build scalable, user-friendly, and conversion-driven websites.

Professional Experience

Web Developer, Bigpsys 2025 Apr – present | Tunisia

- **Develop web and mobile applications** using modern frameworks
- Improve, optimize, and maintain existing systems with performance-focused code
- Contribute to technical design and project architecture using scalable programming patterns
- Prepare technical and functional specifications with detailed code documentation
- Define system structures and architectures adapted to project needs
- Write clear and comprehensive technical documentation
- Collaborate closely with design, quality assurance, and infrastructure teams

Technologies: PHP, JavaScript (React, Node.js), MySQL, Git, REST APIs

Web Developer, MENA Development & Real Estate Investment 2024 Nov – 2025 Mar
Riyadh, Saudi Arabia

- **Design and implement custom WordPress websites** using PHP and advanced CSS
- Integrate tailored features with JavaScript for enhanced **user experience**
- **Develop responsive layouts** improved for Middle Eastern markets
- Implement database solutions for real estate listings and client management
- Create multilingual functionality for Arabic and English content

Technologies: WordPress Core, WooCommerce, PHP, HTML, CSS, Elementor, Git

Web Developer, Web First Rank – Award Winning Digital Agency 2024 Dec – 2025 Jan | Tunisia

- **Developed custom WordPress solutions** for complex projects using PHP and JavaScript, reducing site load times by 30% and improving user engagement.
- Improve website performance through optimized **CSS and JavaScript code**
- Implement advanced animations and interactions using modern CSS techniques
- **Create custom plugins and themes** from scratch

Technologies: WordPress, WooCommerce, PHP, JavaScript (jQuery), MySQL, SEO, Git

Web Developer, Mon agence du web 2022 May – 2024 Nov | Tunisia

- **Create custom WordPress themes and plugins** using PHP and JavaScript
- Develop **responsive websites** with 40% improved loading speed using enhanced code
- Implement **SEO-friendly** HTML structure and schema markup
- Build custom content management features with **PHP and MySQL**
- Achieve **95% mobile browser compatibility** through responsive CSS frameworks

Technologies: WordPress, WooCommerce, PHP, HTML, CSS, JavaScript, MySQL, SEO, Git

Digital Marketing Specialist, Dts Travel Square

2022 Feb – 2022 Apr | Tunisia

- **Designed and executed digital marketing strategies.**
- Managed **Google Ads and social media campaigns** with performance tracking, achieving a 25% increase in lead generation and a 20% reduction in **cost-per-click (CPC)**.

Tools: Google Ads, Google Analytics, Meta Business Suite, SEO

Digital Marketing Specialist, North pallet

2021 Jan – 2021 Nov | Tunisia

- Launched and streamlined SEO & SEM campaigns.
- Built engaging content strategies that strengthened brand presence, increasing organic traffic by 40% and social media followers by 35% within six months.

Tools: SEO, SEMrush, Google Ads, WordPress

Community Manager (Internship), Tulipe Med

2020 Feb – 2020 May | Tunisia

- **Managed online communities and social media platforms**, boosting audience engagement rates by 50% through interactive content and timely responses.
- Created engaging content that increased social media engagement by 45% and monitored campaign performance to optimize ROI.

Tools: Facebook Ads Manager, Canva, Photoshop

Education

Master’s Degree in Digital Management, Essect

2018 Sep – 2020 Nov | Tunisia

Bachelor’s Degree in Business Computing, Essect

2016 – 2018 | Tunisia

Skills

- CMS Platforms: WordPress, Elementor
 - SEO: Technical SEO, On-page SEO, SEM
 - Photoshop/illustrator
 - Performance Optimization
- Marketing Tools: Google Ads, Google Analytics
 - Programming Languages: PHP, JavaScript, HTML, CSS, SQL
 - Content Strategies: Social media, Multi-channel marketing campaigns

Certifications

Optimiser le SEO de son site Wordpress de A à Z
Udemy

Wordpress Elementor Pro De Débutant à Expert
Udemy

Languages

Arabic — Native/Bilingual

French — Fluent

English — Conversational

Interests

Travel and cultural exploration

Tech & Marketing Trends