



# Ameni Chihaoui


Web Developer | Digital Marketing Specialist



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 Tunisia

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## Profile

I specialize in web development, leveraging the power of digital marketing to help businesses achieve their goals. With expertise in creating robust and user-friendly websites, I integrate strategic digital marketing techniques to drive traffic, enhance engagement, and maximize conversions.

## Skills

CMS Wordpress

Marketing tools

Software development (C c++ Java JavaScript PHP)

Google ADS & Google Analytics

Photoshop/illustrator

## Languages

Arabic

French

English

## Interests

Travel

## Professional experience

**Web Developer**, Mon agence du web

2022 May – present | Tunisia

As a WordPress developer, my main responsibilities include the design and development of custom WordPress themes and plugins, tailored to client specifications.

**Keywords:** WordPress theme development - SEO best practices - Responsive design - PHP / HTML / CSS

**Digital Marketing Specialist**, Dts Travel Square

2022 Feb – 2022 Apr | Tunisia

I lead strategic initiatives to improve online visibility and drive business growth. My responsibilities include developing comprehensive digital strategies tailored to target audiences, managing multi-channel campaigns encompassing SEO, SEM, social media and email marketing.

**Keywords:** Digital strategy /Marketing tools: Mailchimp / SEO/SEM / Social media marketing / Content creation / Email marketing / Analytics and reporting / PPC advertising

**Digital Marketing Specialist**, North pallet

2021 Jan – 2021 Nov | Tunisia

Develop and execute digital marketing campaigns across multiple channels, including social media SEO, SEM and content marketing.

**Community manager - Internship**, Tulipe Med

2020 Feb – 2020 May | Tunisia

My role revolves around fostering engagement and building relationships within online communities associated with the brand

Keywords : Social media management / Content creation / Online forums / Customer support

## Education

**Master of Digital management**, Essect

2018 – 2020 | Tunisia

**Business informatics degree**, Essect

2016 – 2018 | Tunisia

## Certificates

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

Udemy

**Wordpress Elementor Pro De Débutant à Expert**

Udemy