ASIM ALCHIKHA

Lead Digital Media & Web Dev Architect | Website Administrator | E-Commerce & IT Specialist | Saved 400K SAR Through In-House Solutions

📞 +966555172182   ✉ asim.chikha@gmail.com   📍 Riyadh, Saudi Arabia   🌐 asimchikha.com   in https://www.linkedin.com/in/asimalchikha

About Me

5+ years of WordPress experience, skilled in Shopify, Zid and Salla for e-commerce. Strong record in website administration, custom application development, and digital strategy, saving 400K SAR while achieving up to a 44% increase in engagement across platforms.

Education

Arab Open University Aug 2019 - Jul 2023

Bachelor of Science in Information Technology Networking and Data Security | 3.15 / 4 GPA
Presented activities related to monitoring new student exams at my university, held the position of Vice President in the Student Council. In this role, presented proposals for university activities, addressed student concerns, and participated in meetings with the university president.

Technical Skills

- Web Development & Design
- Website Administration
- SEO Tools & Platforms
- Windows Proficiency
- Database & Security
- AI & Automation
- Digital Media
- E-Commerce

Soft Skills

- Team Work/Leading
- Communication
- Quick Learning
- Communication
- Creativity

Languages

- Arabic
- English

Certificates

- Google IT Support Professional
  By Google Career Certificates, 2023
- CCNA: Enterprise Networking, Security, Automation, 2022
- CCNA: Switching, Routing, and Wireless Essentials, 2022
- CCNA: Introduction to Networks, 2021

EXPERIENCE

Lead Digital Media & Web Development Architect - Haif Company
Apr 2025 - Present

Built and fully owned the development of 4 in-house applications from <u>scratch</u>, leveraging AI tools to streamline:

1. Developed and supported an advanced web-based document signing platform (send, sign, logging, built-in anti-fraud audits, and finalization with automated PDF stamping and background processing), providing ongoing production support and saving the company approximately 17K–80K SAR annually.
2. Procurement system with supplier registration and account pages, an advanced management CMS, and a built-in messaging feature, streamlining supplier communication, saving the company time and approximately 100K SAR.
3. HR portal for employee forms and job management with advanced filters.
4. Image management portal to organize, optimize, and filter project photos.

Led digital media activities:

1. Managed social media accounts, boosting engagement by 37%.
2. Created the official company and projects profile for presentations and business use.

Website Administrator - Haif Company
Jul 2024 - Present

1. Designed and developed the corporate website with SEO best practices, optimized performance, and PageSpeed.
2. Manage hosting, domains, SSL certificates, backups, and CMS updates.
3. Implement ongoing improvements, analytics monitoring, and digital optimization.
4. Ensured website security, uptime, and stability through regular monitoring and proactive maintenance.
5. Maintained website updates, fixes, and enhancements to support business and marketing needs.

Weekly Application Support & Technical Operations - Haif Company

- Investigated and resolved functional and technical issues in production web applications.
- Designed and implemented a custom logging system for an in-house document signing application to track errors and system events.
- Performed log analysis (application and server-side) to diagnose system behavior and failures.
- Wrote and executed MySQL queries to validate data, investigate issues, and correct inconsistencies when needed.
- Escalated complex issues to development teams with clear documentation, steps to reproduce, and findings.
- Communicated directly with business users to gather information, explain issues clearly, and confirm resolutions.
- Analyzed recurring issues and suggested long-term improvements to enhance system stability and usability.

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Operations, E-Commerce & Digital Supervisor - Shlfa Najd - شلفا نجد
Sep 2023 - Present

1. Supervised daily operations at the stable and online store, supervising employees and ensuring workflows.
2. Oversaw store management tasks such as inventory, sales tracking, and customer service.
3. Designed and launched the online store on Salla, integrating it with business operations.
4. Created and managed content and social media accounts, increasing brand visibility and customer engagement.
5. Produced professional product and activity photography to showcase offerings.
6. Led digital projects to modernize operations and improve efficiency.
7. Restored and transformed websites, enhancing user experience, optimizing performance, and integrating content effectively.

Web Designer - شركة يافا العالمية || Yafa Global Co
Jul 2023 - Dec 2023

1. Website Restoration
2. Theme Transformation
3. User Experience Enhancement & Performance Optimization
4. Content Integration

IT Support Specialist - The Brilliant Agency
Aug 2022 - Jan 2023

- Successfully resolved hardware and software issues in Windows and Mac OS systems.
- Swiftly addressed internet connectivity problems, reducing network downtime by 20% through prompt issue resolution.
- Effectively managed 10+ user accounts, permissions, and access controls for various systems and applications, ensuring compliance and streamlining access processes for employees.

IT Customer Service Specialist - Live Entertainment
May 2021 - Sep 2021

- Assisted over 1000 customers in resolving PC issues and Windows problems, showcasing a diverse skill set beyond standard customer service duties.
- Efficiently managed day-to-day operations, contributing to a 20% increase in attendance and consistently delivering a well-organized and engaging experience for patrons, resulting in heightened customer satisfaction.
- Provided exceptional customer service, resulting in a 95% customer satisfaction rate, increased repeat business, and received positive feedback highlighting exceptional service and professionalism.

IT Support Specialist Trainee - Diplomatic Quarter - King Faisa School

1. Collaborated with the IT department to maintain and troubleshoot hardware and software systems, enhancing the school's network infrastructure's reliability.
   - Assisted with installing new access points and ensuring their proper functioning, conducted scans of the 2.4GHz and 5GHz ranges to verify network performance.
2. Worked extensively with CMD and CLI commands to address various computer-related issues, including hardware and software.
3. Provided timely technical support to faculty and staff, resolving computer hardware, software, and peripheral issues, resulting in improved operational efficiency.
4. Actively contributed to 5+ team meetings, facilitating knowledge sharing, and staying updated on emerging technologies and industry best practices, fostering a culture of continuous improvement.

IT Support Assistant - Sec. School El Moaatamd

- Diagnosed and repaired hardware issues for over 20 computers, resulting in a 25% increase in overall computer performance, conducted thorough cleaning and applied thermal paste to resolve temperature-related problems, reducing system overheating incidents by 30%.
- Formatted and installed new Windows operating systems, optimizing computer functionality and enhancing user experience, downloaded and configured essential software applications ensuring increasing in productivity