

HAMZA KHLAF



DIGITAL BUSINESS DEVELOPER | .NET DEVELOPER | DIGITAL ENTREPRENEUR

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ABOUT ME

Results-driven digital business developer with a strong foundation in marketing strategy, lead generation, and online growth. I specialize in crafting and executing digital campaigns that drive engagement, conversion, and brand visibility. With hands-on experience in social media, content marketing, and client acquisition, I help businesses grow through data-driven digital solutions. Complemented by a solid technical background in .NET development, I bridge the gap between marketing and tech to deliver impactful digital experiences and scalable solutions.

TECHNICAL SKILLS

- SMM | Branding & Digital Strategy | Content Creation | Email Marketing | SEO & SEM | Analytics Tools
- C# | .NET | ASP.NET | Azure | ReactJS | NodeJS | Scrum/Agile | Jira | Kanban | Git | GitHub | GitLab
- Adobe Illustrator & Photoshop | Adobe Premiere Pro | Figma | Python | SQL Server & MySQL

PROFESSIONAL EXPERIENCE

Flayes - Chief Marketing Officer

Jan 2025 - Present

Tunis, Tunisia, Hybrid

- Increased client acquisition by 40% through data-driven marketing campaigns and optimized lead generation funnels.
- Boosted social media engagement by 65% in 3 months by launching targeted content strategies and influencer collaborations.
- Reduced client churn rate by 25% by implementing personalized email marketing and retention strategies.
- Improved ad campaign ROI by 50% through A/B testing, precise targeting, and performance analysis.
- Scaled marketing automation workflows, saving 30% in manual effort and improving campaign consistency.
- Led rebranding and visual identity overhaul, increasing brand recognition and inbound inquiries by 35%.
- Managed a cross-functional team of 10+ members across design, content, and digital marketing, using Agile methodology for faster execution.
- Spearheaded partnerships and collaborations that generated 20% new business opportunities.

REDIX Digital Solutions - .NET Developer

Apr 2024 - Jan 2025

Manouba, Tunisia, Hybrid

- Developed and deployed 3+ web applications using ASP.NET Core and Entity Framework, serving over 1,000 users and improving client operational efficiency by 40%.
- Migrated legacy codebases to .NET 6, reducing page load times by 35% and enhancing backend performance.
- Designed and implemented RESTful APIs for web platforms, improving third-party system integrations and reducing manual processes by 50%.
- Utilized layered architecture and clean code practices, decreasing bug reports by 30% and improving maintainability.
- Collaborated with UI/UX teams to deliver responsive, user-friendly interfaces using Razor Pages, Bootstrap, and JavaScript, leading to 25% higher user satisfaction.

- Integrated secure authentication and authorization with ASP.NET Identity, reducing security vulnerabilities by 40%.
- Participated in Agile sprints with marketing and product teams to align development goals with business objectives and launch timelines.

Yesly Training Center - Digital Marketing Instructor (Freelance)

Jan 2024 - Apr 2024

Manouba, Tunisia, *Onsite*

- Trained over 50+ students in digital marketing fundamentals, including SEO, social media strategy, paid advertising, and content creation.
- Designed and delivered hands-on workshops and project-based learning experiences, resulting in a 90% student satisfaction rate.
- Developed a structured curriculum using real-world case studies and tools like Meta Business Suite, Google Ads, Mailchimp, and Canva.
- Mentored students on personal branding and freelancing, helping 30%+ secure internships or freelance jobs within 2 months of course completion.
- Conducted performance assessments and provided tailored feedback to enhance student skill development and market readiness.
- Collaborated with the center's team to enhance course offerings, increasing enrollment by 40% through improved content and promotion.

Way To Learn - Social Media Manager (Freelance)

Jan 2023 - Sep 2023

Manouba, Tunisia, *Remote*

- Created and managed bilingual content (Tunisian Arabic & English) focused on emerging technologies, Microsoft tools, and digital trends.
- Grew page engagement by 60% through consistent posting, community interaction, and trend-based content strategies.
- Designed visual content and reels using Adobe Illustrator and Adobe Premiere Pro, increasing reach and shares across platforms.
- Planned editorial calendars and optimized posting times to align with tech audience behavior and maximize visibility.
- Covered live events, product updates, and tutorials to keep the community informed and engaged.

INTERNSHIPS

STEG - Network Support Internship

Jul 2024 - Aug 2024

Tunis, Tunisia, *Onsite*

- Assisted in monitoring and troubleshooting network connectivity and hardware issues across departments.
- Supported the IT team in maintaining switches, routers, and internal communication systems.
- Helped ensure network stability and documented routine maintenance tasks.

STB - .NET & Angular Internship

Aug 2024 - Sep 2024

Ariana, Tunisia, *Onsite*

- Contributed to the development of an internal web platform using .NET Core for the backend and AngularJS for the frontend.
- Participated in debugging, UI enhancements, and API integration tasks under the guidance of senior developers.

VOLUNTEER EXPERIENCE

Microsoft, Global Community

Microsoft Student Ambassador

Jan 2025 – Present

- **Delivered Technical Training:** Conducted hands-on workshops and webinars on Cloud Computing, .NET, Git/GitHub, and Agile methodologies, impacting over 50 students across Tunisia.
- **Organized Global Events:** Partnered with international ambassadors to plan and execute global events, promoting cross-cultural collaboration and technical knowledge sharing.
- **Created and Published Educational Content:** Produced blogs, video tutorials, and learning guides on Microsoft technologies, shared across ambassador platforms and tech communities.
- **Hackathon Mentorship:** Provided mentorship in global hackathons, helping teams tackle real-world problems using Microsoft tools and guiding them through solution architecture and presentations.
- **Community Engagement:** Actively supported student communities in launching local initiatives and Microsoft clubs, contributing to a 40% growth in tech student engagement in the region.

AIESEC IN TUNISIA

Marketing Team

Sep 2022 – Apr 2023

- Led and organized cross-cultural exchange programs and community development projects.
- Developed leadership, communication, and project management skills through local and international experiences.
- Represented Tunisia in international conferences, promoting youth leadership and global collaboration.

Tunisia Red Crescent

Volunteer

Apr 2021 – Oct 2021

- Participated in disaster relief efforts and local community development initiatives, providing direct support to vulnerable populations.
- Received training in first aid, crisis response, and humanitarian practices to ensure effective field engagement.
- Collaborated with teams to coordinate aid distribution and awareness campaigns, fostering teamwork and social responsibility.

NMTC (National Microsoft Technologies Camp)

Marketing Lead

Dec 2021 – Mar 2023

- Managed media coverage and content creation for a national tech event, collaborating with professionals and student communities.
- Built connections between Microsoft partner companies and university clubs, enhancing event visibility and impact.
- Led a creative media team to successfully promote and document the event.

EDUCATION

Licence in Business Computing : The higher School of Digital Economy (ESEN) 2024 - Present

Bachelor of Computer Science : LMMB 2022

ADDITIONAL INFORMATION

• Languages:

- English : fluent
- French : Basic
- Italian : Basic
- Arabic : Native

- **Awards:** First Place Hackathon Winner (Feb 2023) : L'AMI TJI-META (Metaverse)