



# Aymen Khazri

Digital Business Developer • Data Analyst • Freelancer

**Turning data into profitable business decisions.**

📍 Potsdam, Germany • 5+ Years Experience

## Profile

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Data-driven analyst with a strong foundation in data science and digital business, experienced in turning complex datasets into clear, actionable insights that support growth, optimization, and operational efficiency. Advanced in SQL and Python, with hands-on experience building dashboards, automating reports, and developing analytical workflows for product and business teams. Comfortable operating at the intersection of analytics, strategy, and execution, working closely with cross-functional stakeholders in fast-paced startup and SME environments.

## Freelance Digital Business Developer

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Self-Employed | 2019 – Present

- Supported startups and SMEs with data-informed growth and optimization strategies
- Defined KPIs aligned with business objectives and tracked performance over time
- Analyzed user journeys and funnels to improve conversion and engagement
- Worked directly with founders to support strategic planning and decision-making

## Digital Business Developer

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Hewesgo GmbH • Babelsberg | 2023 – Present

- Conducted market and competitor analysis to support product positioning
- Defined performance metrics and evaluated business outcomes across digital channels

- Collaborated cross-functionally to align business goals with execution
- Used data insights to optimize campaigns and operations

## Store Manager & Community Manager

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EDITO | 2018 – 2019

- Managed store operations, staff coordination, and conflict resolution
- Led digital presence across website and social media platforms
- Grew Facebook community from ~18K to 100K+ followers through content and engagement strategy
- Improved customer experience and operational efficiency through process improvements

## Web Development Intern

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CNTE | 2017

- Built digital tools improving communication between teachers, students, and administration
- Supported digital transformation initiatives in an educational institution

## HSEQ Intern

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TOTAL | 2016

- Supported operational safety and compliance initiatives
- Assisted with reporting and process documentation in a large corporate environment

## Languages

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- English – Fluent
- French – Fluent
- German – B1 (Working proficiency)

## Links

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- [LinkedIn Profile](#)
- [GitHub](#)
- [Download CV](#)

This portfolio uses privacy-friendly analytics to measure engagement.