HAMZA KHLAF

DIGITAL BUSINESS DEVELOPER | NEXT.JS & SPRING BOOT DEVELOPER

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ABOUT ME

First-year Business Computing student at ESEN University with hands-on experience as a Digital Business Developer and Full-Stack Developer (Next.js & Spring Boot). Skilled in identifying market opportunities, driving digital campaigns, and building scalable web applications that boost growth. Proven ability to bridge marketing strategy and technical implementation through data-driven solutions and modern web frameworks. Seeking internship or entry-level roles to further develop my skills and contribute to innovative digital projects.

TECHNICAL SKILLS

- Digital Strategy | Market Research | Lead Generation | CRM | SEO & SEM | SMM | Data Analytics

- Next.js | Spring Boot | React.js | Node.js | Java | TypeScript | SQL | Git | GitHub | GitLab | Docker | Azure

- Adobe Illustrator & Photoshop | Adobe Premiere Pro | Adobe After Effects | Figma

PROFESSIONAL EXPERIENCE

REDIX Digital Solutions - Next.js & Spring Boot Developer

Sep 2025 - Present   Manouba,Tunisia, *Hybrid*

- Developed and deployed 4 full-stack web applications using Next.js and Spring Boot, serving over 2,000 users and improving client operational efficiency by 45%.
- Migrated legacy REST APIs to Spring Boot 3 and Java 17, reducing backend response times by 40% and enhancing system reliability.
- Designed and implemented secure, versioned RESTful APIs for web platforms, streamlining third-party integrations and cutting manual data entry by 55%.
- Applied layered architecture and clean-code principles across services, decreasing bug reports by 35% and boosting maintainability.
- Collaborated with UI/UX designers to build responsive, interactive front ends in Next.js with Tailwind CSS, delivering a 30% increase in user engagement.
- Integrated JWT-based authentication and role-based authorization in Spring Security, reducing vulnerability exposure by 50%.
- Actively participated in Agile sprints alongside marketing and product teams to align feature development with business goals and accelerate release cycles.

Flayes - Chief Marketing Officer

Jan 2025 - Sep 2025   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 5+ members across design, content, and digital marketing, using Agile methodology for faster execution.
- Spearheaded partnerships and collaborations that generated 20% new business opportunities.

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

Bachelor's Degree in Business Computing : The higher School of Digital Economy (ESEN) 2025 - Present

High School Diploma in Computer Science Studies : 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)