

**Tarek Temimi**

**Digital Project Manager – AI & SaaS Consultant – CMS Expert & Product Designer**

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## PROFESSIONAL PROFILE

I am a **Digital Project Manager and Senior Web Developer** with over **15 years of experience**, specializing in building **intelligent SaaS solutions, AI-driven automation**, and **full-stack development**.

An expert in **web project management** and **continuous integration**, I master CMS such as **WordPress, TYPO3, PrestaShop**, as well as technologies like **PHP, JavaScript, and Symfony**.

I help my clients **streamline their processes** by automating repetitive tasks using **No-Code/Low-Code tools** and enhancing **customer experience** with **chatbots and AI assistants**.

Passionate about crafting **tailor-made solutions**, I ensure technical projects are aligned with each client's specific needs.

My goal is to **allow clients to focus on their core business** while **maximizing their efficiency**.

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## KEY COMPETENCIES

### Project Management

- Agile methodologies (Scrum, Kanban)
- Project management tools: Jira, Trello, GitLab
- Writing functional and technical specifications
- Coordinating development teams

### AI & Automation

- AI-powered SaaS & Automation
- Building smart No-Code / Low-Code solutions
- Workflow optimization and task automation

## **Front-End / Back-End Development**

- **Front-End:** HTML5, CSS3, JavaScript, Vue.js, React, Bootstrap, jQuery
- **Back-End:** PHP, Symfony, Laravel, Node.js
- **Databases:** MySQL, MariaDB, PostgreSQL
- **CMS:** WordPress, TYPO3, PrestaShop, Magento, Drupal
- **Templating & Frameworks:** Twig, Typoscript, Fluid, Vue.js, Bootstrap

## **DevOps & CI/CD**

- Docker, AWS EC2, Jenkins, Git, GitLab CI/CD, GitHub
- Deployment automation, version control with Composer, Bower, NPM

## **UX/UI Design**

- Creating wireframes, prototypes, and mockups (Figma, Adobe XD, Balsamiq)
  - User testing and usability analysis
  - Responsive interface design
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## **PROFESSIONAL EXPERIENCE**

### **Independent Consultant – AI SaaS Solutions & Intelligent Chatbots**

#### **Confidential · Freelance**

*Aug 2025 – Present (2 months)*

#### **Mission:**

Freelance consultant with 15+ years of experience in digital and SaaS solutions. I help businesses launch AI-powered platforms from strategy to deployment: product development, integration, and go-to-market.

**Industries:** Travel, e-commerce, customer support.

**Focus:** Efficiency, adoption, measurable results.

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### **ViaLink.tech – Chief Operation Manager**

#### **ViaLink.tech · Full-time – On-site**

*Jun 2025 – Present (4 months) – Kuwait*

#### **Mission:**

Lead the preparation and market launch of AI-driven solutions. Coordinate all operational, technical, and strategic aspects to ensure successful market entry.

## **Key Achievements:**

- Prepared and coordinated operational, technical, and strategic elements
  - Integrated AI solutions with business systems.
  - Defined go-to-market strategies and aligned teams.
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## **ViaLink.tech – AI SaaS Project Manager | Intelligent Chatbots & Digital Innovation**

### **ViaLink.tech · Full-time**

*Dec 2024 – Jun 2025 (7 months) – Tunis, Tunisia*

### **Mission:**

Lead the development and commercialization of AI-powered SaaS platforms with intelligent chatbots for travel, e-commerce, and customer support.

### **Key Responsibilities:**

- Full SaaS platform lifecycle management (concept to deployment).
- Product strategy, roadmap, and feature prioritization.
- Collaboration with developers, AI specialists, and UX designers.
- Integration of AI agents with business systems (e.g., GDS for travel agencies).
- Timeline, budget, and stakeholder management.
- Continuous innovation in AI customer interactions.

### **Key Achievements:**

- First AI travel booking agent connected to GDS (24/7).
- 50% faster customer response, +30% confirmed bookings.
- Multi-industry AI solutions: improved efficiency and conversion rates.
- Expertise in SaaS product management, AI chatbots, digital transformation.
- Agile project management for scalable AI implementations.

## **W3CODE – Senior Back-End Developer / TYPO3 Developer**

### **W3CODE · Full-time – Remote**

*May 2024 – Nov 2024 (7 months) – Tunis, Tunisia*

#### **Mission:**

- Customize TYPO3 installations and extensions to project needs.
  - Optimize performance: code, database, caching.
  - Collaborate with designers, PMs, and QA to align technical solutions with business goals.
  - Ensure cross-platform compatibility and accessibility.
  - Integrate third-party APIs into TYPO3.
  - Write clean, documented, standards-compliant code.
  - Stay updated on TYPO3 advancements and best practices.
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## **Vivantro – Dev Support Analyst (TYPO3) & DevOps Consultant AWS/Azure**

### **Vivantro · Full-time – Remote**

*Dec 2022 – May 2024 (1 year 6 months) – Tunis, Tunisia*

**Client:** Government of Quebec – Ministry of Public Security (MSP)

#### **Missions:**

- Administer TYPO3, LimeSurvey, Nextcloud, Dokuwiki environments.
  - Write installation and configuration guides.
  - Support web server operations (web & DB components).
  - Manage Azure DevOps & AWS Cloud.
  - Middleware tasks: cloud, SSO, load testing, debugging.
  - Develop Ansible roles and playbooks from scratch.
  - Create Jenkins pipelines (Jenkinsfile, scripts).
  - Deploy on Linux test infrastructures.
  - Manage Git/GitLab.
  - Implement automated CI/CD solutions.
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## **EVOLUTIVE GROUP – Technical Consultant**

## **EVOLUTIVE GROUP · Full-time**

*Jun 2022 – Nov 2022 (6 months) – Tunisia*

### **Missions:**

- Prestashop module development.
  - CI/CD pipeline setup.
  - Docker image creation.
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## **AT Worthy – Senior Project Manager & Product Owner**

### **AT Worthy**

*Oct 2021 – Sep 2022 (1 year) – Tunis / Dubai*

### **Mission:**

- Architected a SaaS platform to measure hotel industry "digital worthiness".
  - Designed site structure and user interfaces in collaboration with design team.
  - Managed priorities with agile teams, wrote technical and functional specs.
  - Tested and validated features before production.
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## **Wordapp.com – Growth Hacker & UX/UI Specialist**

### **Wordapp.com · Freelance – Remote**

*Jul 2021 – Dec 2021 (6 months)*

### **Missions:**

- WordPress development.
  - AI solution management.
  - R&D and affiliate support.
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## **Concept Training Center – Expert CMS & UX/UI Trainer**

### **Concept Training Center · Freelance**

*Feb 2020 – Nov 2021 (1 year 10 months) – Tunis / Paris*

**Role:** Trainer / Instructional Designer

**Courses:** WordPress, TYPO3, Prestashop, Symfony, UX/UI, Bootstrap

**Achievements:**

- 5 programs, 200+ hours, 500+ trainees.
  - Materials: slides, labs, projects, assessments, certifications.
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**HERCOS Europa Group – Web PM & Team Lead****HERCOS Europa Group · Freelance**

*Jan 2021 – Jul 2021 (7 months)*

**Missions:**

- Project manager.
  - WordPress development.
  - Web-to-print solution manager.
  - SEO/SEA manager.
  - Team lead.
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**3W Academy – Trainer / Coach****3W Academy**

*Feb 2018 – Jan 2021 (3 years) – Tunisia*

**Role:** Trainer / Lead Instructor

**Courses:** HTML5, CSS3, JS, Bootstrap, WordPress, responsive design

**Achievements:**

- Updated programs: React, ES6, Tailwind, accessibility.
  - Student projects: 50+ sites delivered, 10 in production.
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**MODERNX – Front-End Web Consultant & AWS Cloud Integration Specialist****MODERNX · Freelance**

*Sep 2019 – Aug 2020 (1 year) – Dubai, UAE*

**Missions:**

- AWS environment setup.
- CMS integration.

- WordPress technical lead.

## **ALTYX – Web Project Manager & Senior WordPress Developer**

### **ALTYX**

*Jun 2019 – Nov 2019 (6 months) – Tunis, Tunisia*

#### **Missions:**

- Project manager & senior WordPress developer.
  - AWS Cloud environment.
  - GitLab, Jira, agile methodology.
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## **itemis – Team Project Manager**

### **itemis**

*Jan 2019 – Jun 2019 (6 months) – Tunisia*

#### **Missions:**

- Web team manager.
  - IoT, AWS environment, GitLab.
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## **ESET France & Francophone Africa – Team Lead & TYPO3 Expert**

### **ESET France & Francophone Africa**

*Aug 2017 – Aug 2018 (1 year 1 month) – Tunis*

#### **Responsibilities:**

- Created and managed emailing campaigns (HTML5, CSS3, JS, responsive, multi-device).
- Managed corporate sites for France & North Africa (TYPO3, WordPress, Prestashop).
- Led web production team (project & task management, Gantt method).

**Toonestoon – Audiovisual Project Manager, Producer & UX  
Manager**

*May 2016 – Dec 2017 (1 year 8 months) – Tunisia*

**Responsibilities:**

- Writing audiovisual content.
  - Shooting, directing, editing.
  - Setting up production schedules.
  - Supervising pre-production, production, and post-production crews.
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**Creantis-Digital – Web PM, Business Developer & Owner  
Creantis-Digital**

*Dec 2014 – Jun 2016 (1 year 7 months) – Tunisia*

**Missions:**

- Web project manager (TYPO3, WordPress, Drupal, Magento).
  - E-commerce project manager.
  - Business development.
  - Communication specialist.
  - CMS development expert (WordPress, Prestashop, Drupal, Magento, TYPO3).
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**Vistaprint – Team Leader, Project Manager & Senior UX/UI Designer  
Vistaprint**

*Dec 2012 – Dec 2014 (2 years 1 month) – Tunisia*

**Responsibilities:**

- Led multi-disciplinary projects: webdesign, design, display advertising for campaigns and Vistaprint storefront.
- Managed a team of 10 (project & HR management).

- Collaborated with Global UX and Creative Leads on large-scale web design strategies.
  - Partnered with communication strategists and project managers to shape, scope, develop and execute large creative and strategic projects.
  - Built strong interpersonal relationships with internal clients and business owners to support project development strategies.
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## **DMX Tunisia – Project Manager, Web Designer & WordPress Expert**

### **DMX Tunisia**

*Jul 2012 – Dec 2012 (6 months)*

#### **Intranet Systems Administrator:**

- LMS (Learning Management System) with WordPress
- QMS (Quality Management System) with TYPO3
- EDMS (Electronic Document Management System) with TYPO3
- Wiki System

#### **Project Manager:**

- Specification validation
  - Turnkey project delivery
  - Graphic & Web Designer
  - Technical Webmaster
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## **SAH Lilas – Senior Webmaster, Web Designer & SEO Manager**

### **SAH Lilas**

*Oct 2008 – Jul 2012 (3 years 10 months) – Tunis*

- Daily maintenance of 4 WordPress websites.
- Set design standards, navigation, browser compatibility, QA.
- Ongoing site development: themes, updates, weekly/monthly newsletters.
- SEO strategy implementation.
- Web page design: graphics, animation, functionality.
- Task management and reporting to stakeholders.

## **Technet Studio – Web Project Manager & Art Director**

### **Technet Studio**

*Sep 2007 – Oct 2008 (1 year 2 months) – Tunis*

#### **Missions:**

- Analyzed and prepared functional specs with operations.
- Supported sales team in pre-sales.
- Produced CMS websites (WordPress, TYPO3, Joomla).
- Set implementation schedules, deadlines, budgets.
- Supervised web design & dev team.
- Monitored app implementation and maintenance.
- Developed high-quality concepts aligned with brand standards and client needs.

#### **Projects:**

Micro-sites, CMS sites, dynamic sites, ad banners, promo emails, Flash sites, animations, CD-ROMs, branding across all channels.

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## **Higher Institute of Theology – University Teacher**

### **Higher Institute of Theology (Public University)**

*Sep 2004 – Jul 2007 (2 years 11 months) – Tunis*

**Department:** Bachelor in Multimedia

#### **Courses & Labs:**

- Computer graphics: image processing, 2D interactive animation.
  - Computer graphics: 2D/3D design, audiovisual media treatment.
  - Lectures and tutorials: digital design and communication.
  - Supervised graduation projects and professional training.
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## **EDUCATION**

- **Master (2001–2004)** – Science and Technology of the Arts – Higher Institute of Fine Arts Tunis
- **Bachelor (1996–2001)** – Graphic Arts – Higher Institute of Fine Arts Tunis

## **LANGUAGES**

- French – Native
- Arabic – Native
- English – Professional