

AMINE AIDOUNI

Customer Solutions · Data & AI · Digital Transformation

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PROFILE

Two years at L'Oréal driving the deployment and adoption of a digital solution for 20+ brands across 30+ countries: requirements gathering, user stories, functional testing, tracking 500+ tickets per month via ServiceNow and Power BI dashboards for decision-makers. Experienced in working at the interface between business, IT and vendor teams, and with CRM through a Salesforce console integrated into Sprinklr. Technical foundation in software development and systems, now complemented by a Global MBA (ESG × Studi) focused on strategy, digital transformation and data-driven decision making, aiming to grow into customer solutions, data & AI projects.

SKILLS

Data & Reporting: Power BI (dashboards, KPIs) · SQL · Data extraction · Google Analytics (basic) · Excel · Python (basic)

CRM & Platforms: ServiceNow · Salesforce Service Cloud · Sprinklr (CXM) · JIRA · Microsoft 365

Product & Agile: Requirements gathering · User stories · Backlog prioritization · Roadmap · Functional testing & acceptance · Agile/Scrum

Management & Adoption: ITIL / ITSM · Cross-functional coordination · Reporting · User support & training · Documentation · Onboarding · Continuous improvement

Tech & Digital: REST APIs · GCP (basic) · Shopify (e-commerce store: setup, audience tracking)

PROFESSIONAL EXPERIENCE

Service Delivery Manager | L'Oréal

Sep. 2022 - Sep. 2024 | Work-study (apprenticeship) | Clichy, France

- Deployment and adoption of Sprinklr (CXM platform) for 20+ brands across 30+ countries: roadmap, delivery-wave tracking and Agile coordination of 5+ international cross-functional teams.
- Gathering and prioritizing business requests; formalizing user stories in JIRA and defining personas, roles and access rights for a feature integrating a Salesforce console into Sprinklr.
- Coordination with the Sprinklr teams, then functional testing and acceptance on Sprinklr and Salesforce, with bug tracking and adjustments before deployment.
- Tracking 500+ tickets per month via ServiceNow within an ITIL / ITSM framework (incidents, requests, SLAs); improving workflows and escalation processes, contributing to a 67% reduction in handling time.
- Data extraction from ServiceNow and creation of Power BI dashboards to monitor volume, trends, status, adoption and performance; monthly reporting to management and identification of improvement areas.
- User support and onboarding: guides, training sessions, feedback collection and liaison between business, IT and vendor teams.

Full-Stack Developer & Systems Administrator | 42c

Sep. 2021 - Sep. 2022 | Work-study (apprenticeship) | Paris, France

- End-to-end development of 3 full-stack web applications (JavaScript, React, PHP, MySQL, REST APIs), from requirements gathering to production deployment.
- N1/N2 technical support and user documentation.

ADDITIONAL EXPERIENCE

Independent travel | Asia

Jan. 2025 - Jan. 2026 | South Korea, Japan, Vietnam, Thailand, Indonesia

A year across Asia, combined with self-training in data science, AI/ML, GCP, ITIL and ITSM.

Seasonal staff - Departmental park

Mar. 2026 - Present | Hauts-de-Seine (92), France

Shopify e-commerce store - Built from scratch

Personal project

Created an online store end to end: theme, page design, apps and payments; first hands-on analytics experience gained on the store: tracking visits, traffic sources and the purchase journey, notably via Google Analytics.

EDUCATION

Global MBA | ESG × Studi | 2026 - 2028

Strategy · Digital Transformation · International Management · Data-Driven Decision Making

Master's degree (PGE) | E-Business & Digital Transformation | EDC Paris | 2022 - 2024 (interrupted)

Bachelor | Data & Application Design | ESTIAM, Paris | 2021 - 2022

Associate degree (DUT) | Computer Science | Université Sorbonne Paris Nord | 2018 - 2020

LANGUAGES

French (native) | Arabic (native) | English C1 | Spanish B1 | Japanese (beginner, currently learning)