

# Karim El Otmani | Process Improvement, Automation & Data Specialist

Résidence Badaia 2, Villa n5, Harhoura – Morocco

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## Professional Summary

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Results-oriented Industrial Engineer and Process Improvement Specialist with expertise in AI automation, data analysis, and operational efficiency. Proven track record of designing custom internal tools, implementing RAG-based AI solutions, and optimizing workflows to reduce manual friction. Strong background in integrating complex systems (Zoom Phone, Freshsales, n8n) and leveraging data (SQL, Python, Power BI) to drive business growth and customer satisfaction.

## Technical Skills

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- **Development:** JavaScript, TypeScript, Next.js, Node.js, HTML, CSS, PHP.
- **DevOps & Cloud:** Docker, Git, Vercel, Heroku, Supabase, Digital Ocean.
- **Automation & AI:** n8n, Zapier, Make, Power Automate, RAG (Retrieval-Augmented Generation), LLM Integration, Gemini Ecosystem.
- **Data Analysis:** Python (Pandas, Numpy), SQL, Power BI, Tableau, Excel.
- **Process Management:** Jira, Agile/Scrum, BPMN, Visio, Lucidchart, KPI Tracking.
- **Languages:** Arabic (Native), French (Fluent), English (Professional).

## Professional Experience

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### Auto Dealers Digital

Casablanca

*Process Improvement & Tool Administration Specialist*

*Nov 2025 – Present*

- **AI & Automation Implementation:** Developed a Multimodal RAG AI support bot to automate ticket flows in Freshsales, enabling instant retrieval of documentation and reducing agent workload.
- **Operational Dashboarding:** Designed a real-time Customer Service dashboard integrating Zoom Phone and Freshsales, eliminating tool-switching and improving live call visibility.
- **Digital Advertising Optimization:** Led the end-to-end analysis of the Digital Advertising (DA) process, identifying bottlenecks and implementing an n8n scraping pipeline for data enrichment.
- **Asset Generation:** Integrated AI tools (NanoBanana3) to automate ad creative generation (images, captions, headlines), aiming for 95% process automation.
- **Project Management:** Applied Agile methodologies and Jira to manage roadmaps, including benchmarking internal tools (Komodo vs. Scribe) to standardize SOP documentation.

### Taskmaverick

Remote

*Industrial Engineer (Remote Freelance)*

*Oct 2025 – Present*

- **Workload Optimization:** Strategized client workload distribution and developed forecasting models to anticipate resource requirements for the Customer Success team.
- **Process Standardization:** Standardized operational documentation and workflows to improve scalability and service consistency across client projects.
- **Performance Analysis:** Analyzed service data and performance metrics (KPIs) to identify efficiency gaps and provide actionable recommendations for improving customer retention.
- **Cross-Functional Collaboration:** Collaborated with operations, sales, and product teams to align client needs with broader business objectives.

## Amazon

*Admin Specialist*

**Remote**

*Oct 2022 – Sep 2025*

- Developed and automated 3 new Power BI dashboards to track operational KPIs, reducing manual reporting time by 10 hours per week and improving management's access to real-time data.
- Engineered a data collection process using Python to consolidate data from 4 internal tools, improving data accuracy by 25% for business analysis.
- Monitored real-time performance metrics to ensure operational efficiency.

## Education

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### UIR

*Executive Master, Data Science for Finance*

**Rabat**

*2023 – 2025*

### University Ibn Toufail - ENSA

*Specialized University Degree, Business Intelligence Statistics and Big Data*

**Kenitra**

*2023 – 2024*

### INTED-WES'SUP

*Bachelor's Degree in SME Management*

**Rabat**

*2018*

### ISTA Temara

*Specialized Technician Diploma in IT Development*

**Temara**

*2016 – 2018*

## Certifications

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- SAP Technology Consultant (2024)
- IBM Data Scientist Certificate (2024)
- Google Business Intelligence Certificate (2024)
- Google Data Analytics Certificate (2023)