Wajdi Ben Slama

AI-Assisted Developer (Vibe Coding) | Claude API, Make.com, Automation | Remote EU/UK

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Available remotely across the EU and the UK, with the right to work in the UK (EU Settlement Scheme, pre-settled status). Available on-site in the Vicenza / Bassano del Grappa area.

PROFESSIONAL SUMMARY

AI-native developer building websites, automation pipelines and data tools with the Claude API and AI-assisted development. Built an automated website-generation pipeline, a live company website and a research and automation stack on real market data. Four years of business development across Italy and North Africa bring product sense and the ability to turn a client brief into a working solution. Content creator with an Arabic-speaking audience built from scratch: 25K+ followers across TikTok and Instagram (@mooharreb), now repositioned on IT and AI content. Native Italian and Arabic, full professional English. MBA student at the University of Hull.

CORE SKILLS

- **AI-Assisted Development:** vibe coding with Claude, prompt design, Claude API integration, web development, API integrations, output templating and quality checks, data pipelines, backtesting
- **Automation & AI:** Make.com, Claude API, Airtable, Google Workspace, process automation, process mapping, no-code and low-code integrations, AI adoption
- **Digital & Growth:** Meta Ads, paid social, lead generation, market research, EU–MENA go-to-market
- **Content & Community:** short-form video (TikTok, Instagram), content strategy, Arabic copywriting, community growth, audience analytics, affiliate partnerships
- **Business:** business development, strategic planning, company formation, cross-border operations (EU – North Africa), import/export, quantitative research and data analysis

PROJECTS & TECHNICAL WORK

Automated Website-Generation Bot 2025 – 2026

- Built an automated pipeline that produces complete websites from a structured client brief, combining the Claude API with no-code automation tools.
- Owned the full build: prompt design, API integration, output templating and quality checks.

Company Website – ilmosaicomediazione.it 2025

- Designed and built a live company website from scratch: structure, content, development and launch.

Systematic Trading Research & Automation 2025 – present

- Pre-registered empirical study comparing systematic and discretionary decision-making: 349 hypothesis tests and 10,000+ backtests on real market data, using the Deflated Sharpe Ratio to control for multiple-testing bias; built the data pipeline and the trading-bot automation.

PROFESSIONAL EXPERIENCE

Founder & Content Creator – @mooharreb Aug 2026 – present

Self-employed, remote

- Repositioned the @mooharreb channel from content on life, work and living costs in Italy and Europe to content on the IT industry, AI and tech careers for an Arabic-speaking audience. Existing base: 20K+ followers on TikTok and 5K+ on Instagram, mainly in the Maghreb (Algeria, Tunisia, Morocco).
- 470K+ TikTok views in the last 12 months; top video: 254K views on Instagram and 74K on TikTok.
- Audience 85% male and 86% aged 25–44 (TikTok analytics), with steady demand for practical information on working and living in Italy.
- Monetised through affiliate partnerships (language courses); open to brand collaborations.

AI Automation Consultant Jun 2026 – present

Freelance, remote

- Deliver AI audits and workflow automations for small businesses — working solutions, not just advice.
- Map manual processes and rebuild them as automated workflows with Make.com, Airtable and the Claude API.

Co-Founder & Strategic Advisor Nov 2023 – present

SCS Società Cooperativa Sociale, Italy

- Co-founded and incorporated the legal entity through the notarial process, from articles of association to registration.
- Lead digital transformation and AI adoption in internal operations: mapping recurring manual processes and rebuilding them as automated workflows with Make.com, Claude API, Airtable and Google Workspace.
- Support strategic planning and business development direction.

Business Developer Nov 2022 – present

MT Società Cooperativa Sociale, Italy

- Built the commercial side of a medical tourism operation directing patients from West and North African markets to Italian and Tunisian clinics: market research, positioning and the commercial offer from scratch.
- Designed and ran the marketing initiative, with Arabic-language messaging and targeting.
- Managed paid acquisition on Meta on a budget of about EUR 150 per month, generating a steady flow of inbound leads.
- Gained first-hand knowledge of MENA market dynamics, consumer behaviour and cross-cultural commercial operations.

Independent Cross-Border E-Commerce Operator 2023

Self-employed, Tunisia

- Set up and ran an import-and-resale operation from scratch, sourcing consumer goods from Chinese online marketplaces for the Tunisian market.
- Handled the full cycle alone: supplier selection, international shipping, import documentation, EUR/TND pricing, customer acquisition and direct sales.
- Structured pricing and operations around Tunisia's currency-control regime, absorbing exchange and import friction while staying competitive locally.

Earlier Experience 2015 – 2018

Delivery Driver, Natana.doc S.p.A. · Carpenter, Prandina Design S.r.l. · Marble Worker, Edilmarmi · Sales Representative, FM Group

EDUCATION

MBA, Global Business – University of Hull, United Kingdom Sep 2025 – Sep 2027 (in progress)

- Coursework in corporate strategy, innovation and emerging technologies, with a focus on AI automation systems and their impact on global markets.
- Thesis in progress: the pre-registered empirical study on systematic vs discretionary decision-making described above.

Business Operation and Technology Management – IMTF, online (Lisbon, Portugal) Oct 2022 – Mar 2023

- Self-paced programme in project management, business administration, digital transformation and IT.

CERTIFICATIONS

Make Foundation (Make) · Import/Export (Life Learning) · Digital Marketing · Entrepreneurship · Full Stack Web Development

LANGUAGES

Italian – native · Arabic – native · English – full professional · French – conversational