



Aaron West

Senior E-Commerce Manager · Digital Strategy · AI & Automation

Berlin, Germany | 18+ years in Digital Marketing & E-Commerce

aaronwest.de | [linkedin.com/in/ariwest](https://www.linkedin.com/in/ariwest) | calendly.com/aaron-west-meeting

170%

Affiliate Revenue Growth

14x

Facebook Sales Increase

20+

Automation Tools Built

80%

Cost Reduction via NLP AI

4x

Affiliate Record vs. Pre-COVID

PROFESSIONAL PROFILE

Strategic e-commerce leader with a track record of building revenue-generating systems from the ground up. At Ticketmaster Deutschland I drove **170% affiliate revenue growth vs. 2019**, achieved a **14x Facebook-driven sales increase**, and built 20+ internal automation tools saving 100+ hours of team effort per month. I combine deep digital marketing expertise with hands-on AI/NLP development — including a chatbot platform reducing support costs by 80%. Fluent in four languages with international stakeholder experience across Central Europe.

CORE SKILLS

Affiliate Marketing | E-Commerce Strategy | P&L Growth | Marketing Automation | CRM Campaign Design | Performance Marketing | CRO & A/B Testing | GA4 & Looker Studio | Shopify Ecosystem | Magento / CMS Systems | NLP Chatbot Solutions | SQL & BPMN | Process Automation | Stakeholder Management | Agile / Jira / Asana | B2B / B2C Go-to-Market | International Consulting | AI Prompt Engineering

PROFESSIONAL EXPERIENCE

Senior E-Commerce Manager @ Ticketmaster Deutschland

Mar 2022 – Present · Berlin (Hybrid)

- Drove **170% affiliate revenue growth** vs. 2019 — a new record 4x pre-COVID performance.
- Achieved a **14x increase** in Facebook-driven sales through automated marketing solutions.
- Boosted LinkedIn organic engagement by **250%** via strategic content planning.
- Built and deployed **20+ internal automation tools** saving 100+ team hours per month.
- Designed personalised branded webshops for key affiliate partners; launched Vouchers Sales Boost strategy.
- Consulted Central Europe teams on affiliate strategy, B2B campaigns, and automated marketing tools.
- Featured speaker at *Ticketmaster Forum Berlin*, *d3con 2023 Hamburg*, and *SAVANT eCommerce 2023 & 2024*.

E-Commerce Manager @ ShopFabrik — Shopify Agency

Jan 2021 – Feb 2022 · Berlin

- Rebuilt shop-fabrik.net — UX, conversion paths, and SEO architecture from the ground up.
- Designed service packages, client onboarding frameworks, and Looker Studio analytics dashboards.
- Delivered Health-Check reports covering design, conversion optimisation, and legal compliance.

Customer Service Representative @ Shoepassion Group

Nov 2019 – Dec 2020 · Berlin

- Delivered multilingual support (DE / EN / AR); coordinated logistics and cross-department collaboration.

Chatbot Developer @ a&o Hostels

Jun 2019 – Nov 2019 · Berlin

- Built an NLP chatbot covering **270+ guest FAQ topics** across 30+ locations — achieving **~80% cost reduction**.
- Developed a tourism recommendation engine covering dining, transport, attractions, tickets, and medical care.

Customer Service Representative @ a&o Hostels

Jan 2018 – Jun 2019 · Berlin

- Handled 100+ contacts per shift in four languages (DE / EN / AR / FR) across a 30+ location chain.

Research Assistant (Internship) @ Fraunhofer FOKUS

May 2018 – Nov 2018 · Berlin

- Evaluated 300+ municipal websites across 45 digitisation parameters for the *Deutschlandindex 2019*.

Translator & Interpreter / Research Assistant / Affiliate Specialist @ Berlin & Potsdam

2014 – 2017 · Berlin & Potsdam

- Real-time DE/AR interpretation for refugee integration, legal, and medical contexts (AWO Potsdam).
- Data migration, Alfresco DMS QA, and database design for academic research (FH Potsdam).
- End-to-end affiliate funnels and performance campaigns on Facebook Ads and Google AdSense.

Linguistic Coach & Entrepreneur @ Self-Employed

2007 – 2011 · Alexandria, Egypt

- Coached Arabic phonetics and professional communication; founded and operated restaurant and retail businesses.

EDUCATION

M.Sc. Urban Future @ University of Applied Sciences Potsdam

2017 – 2021 · Germany · Grade: 2.0 | *Thesis: Chatbot requirements for the public sector*

M.A. Information Science (Coursework) @ University of Applied Sciences Potsdam

2015 – 2017 · Germany

B.Sc. Equivalence, Information Science & IT @ FH Potsdam

2013 – 2015 · Germany

Guest Student, Information & Library Science @ Humboldt University Berlin

2012 – 2013 · Germany

Diploma, Linguistics & Arabic Calligraphy @ Al-Azhar University / Institute for Arabic Calligraphy

2007 – 2011 · Egypt

B.A.Sc., Documentation & Information Technologies @ Al-Azhar University

2003 – 2007 · Egypt · Grade: 2.7

LANGUAGES

Arabic Native **German** Fluent C2 **English** Fluent C1

French Learning A2

Book a meeting: calendly.com/aaron-west-meeting

Portfolio: aaronwest.de | LinkedIn: linkedin.com/in/ariwest