



## AI Automation Consultant (Freelance)

2024 – Present

Self-employed — Dubai, UAE

- **AI Qada Law Firm** — Designed and deployed a Make.com + Claude AI customer-service agent handling debt recovery, litigation, employment, DIFC, IP and liquidation enquiries; versioned system prompt (50+ iterations) with a hard legal-advice guardrail, AED-default pricing logic and structured 14-field JSON output for downstream automation; handles first-line enquiries 24/7 so lawyers only see qualified cases.
- **WhatsApp automation** — Built a ManyChat + Make.com + Claude system that routes four incoming message types (voice, images, PDFs, text) through a single pipeline and returns bilingual structured responses, removing manual triage.

## Freelance Marketing Automation, AI & Web Developer

2021 – 2024

Self-employed — Dubai, UAE · Clients in food, fashion and e-commerce

- **AI Dar Pickles (WooCommerce)** — Converted the store fully to Arabic/RTL (theme + plugin string translation), fixed Elementor banner layouts, optimised customer flow and produced AI-generated hero banners for 14–16 SKUs.
- **Zambeel (GCC dropshipping)** — Wrote a production Apify scraper for a JavaScript-rendered SPA catalogue handling multiple variant-picker patterns, pagination and pricing fields for downstream product import.

## E-Commerce Manager

2023 – 2024

Vigyer Brand — Dubai, UAE

- Ran the brand's online store and digital sales: product listings, promotions, paid social and order-flow automation.

## Marketing Manager

Oct 2021 – 2022

Ayla Document Clearing Services — Dubai, UAE

- Owned end-to-end digital marketing for a UAE document-clearing and business-setup services firm: SEO, email campaigns, social media, landing pages and lead generation.
- Built automated lead-capture and follow-up flows (website forms > WhatsApp/CRM > email), cutting first-response time from hours to minutes and removing manual enquiry handling.
- Managed the company website (WordPress), content calendar, and bilingual Arabic/English messaging for a mixed expat and local client base.
- Reported on campaign performance and channel ROI; shifted budget and messaging based on data.

## Marketing Manager

Nov 2020 – Jul 2021

AM Document Clearing Services — Dubai, UAE

- Set up the company's digital presence from scratch (website, Google Business, social, email) and ran SEO and paid social campaigns for visa, licensing and PRO services.

## Digital Marketing Executive

Dec 2018 – Nov 2020

Lolwa Perfume Factory — Kafr El Zayat, Egypt

- Ran social media, email and SEO for a consumer fragrance brand; produced product content and promotional campaigns for online and retail sales.

## Android Developer

Dec 2016 – Aug 2018

Multi System — Tanta, Egypt

## ASP.NET Developer

Feb 2014 – Nov 2016

Dual for Information Technology — Tanta, Egypt

## INDEPENDENT VENTURES & TECHNICAL PROJECTS

**LAMIXO** — Founder, women's modest-fashion Shopify brand (Dubai). Built the Dawn-based store with custom Liquid sections and bilingual typography; developed a Make.com + Shopify product pipeline that pulls from Google Sheets and uses AI agents to generate SEO descriptions, meta titles and meta descriptions, including GraphQL bulk variant updates. Produces AI-generated cinematic brand video with a locked prompt system.

**GoldOS** — Founder/developer of a React + Supabase SaaS for UAE gold shops: six-tab web app with live gold pricing (GoldAPI), 200+ Arabic/English RTL story templates, Canvas-based 1080×1920 export and logo upload; deployed on Vercel.

**Insider Force** — AI-powered short-form video brand (TikTok, Reels, Shorts) with a documented production system: Seedance 2.0 / Kling / Higgsfield / ElevenLabs / CapCut, scripted hooks, shot-by-shot prompt structure and companion cheat-sheet content.

## EDUCATION & TRAINING

**B.Sc. Computer Science** — Future Academy, Higher Future Institute for Specialized Technological Studies, Cairo, Egypt

2008 – 2012

**Digital Marketing Challenger Track** — Egypt FWD (Udacity programme)

2021

**Android Development** — YAT Learning Centre, Egypt

2017

**ASP.NET Development** — The Navy Academy, Egypt

2015