OMAR FOUAD AYAD

AI Engineer | LLM Systems, Marketing Automation & RAG

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PROFESSIONAL SUMMARY

Applied AI Engineer with hands-on experience building Python-based LLM systems, AI agents, and automation workflows in production environments. Specialised in prompt engineering, Retrieval-Augmented Generation (RAG), and Answer Engine Optimisation (AEO). Strong full stack background (React, Next.js, FastAPI) enabling end-to-end delivery from model inference to user-facing product. With roots in marketing technology, I build AI systems that connect directly to revenue outcomes — not just demos.

Core tools: Python · LangChain · FastAPI · n8n · OpenAI API · Claude (Anthropic) · React · Next.js · Zoho CRM · PostgreSQL · Power BI

KEY ACHIEVEMENTS

- Built and launched **production-grade AI applications** used in live operations — LLM-powered chat agents, AI automation workflows, internal AI tools
- Designed and deployed **AI agents and multi-agent systems** integrated with live CRMs, databases, and third-party platforms
- Implemented **RAG pipelines and AEO techniques** to reduce hallucinations and improve AI response accuracy
- Built AI-powered customer lifecycle automation reducing sales cycle by **40%** and improving conversion by **30%**
- Built scalable AI automation workflows using **n8n, webhooks, REST APIs** — replacing manual ops across lead handling and logistics

PROFESSIONAL EXPERIENCE

AI Engineer | Full Stack AI & Automation | **DUBIMED, Dubai, UAE**

Nov 2024 – Present

- Built and launched production-grade AI systems including **LLM-powered chat agents** (GPT-4, Claude 3), AI automation workflows, and internal tools used in live operations
- Developed full stack AI-powered interfaces using **React, Next.js, Tailwind CSS, and shadcn/ui**, connecting AI systems to business users
- Designed and integrated **AI agents** with Zoho CRM, databases, and business platforms to automate lead handling and internal workflows
- Implemented **RAG pipelines and AEO techniques** using Python-based data processing and AI inference logic to reduce hallucinations and optimise generative chat responses
- Built an AI-assisted **logistics optimisation system** combining Directions API data with applied AI decision logic to optimise delivery routing
- Led internal AI training sessions educating teams on AI fundamentals, practical use cases, and responsible adoption
- Optimised paid acquisition through AI bidding strategies (Google AI, Meta Advantage+) reducing CPA by **35%** maintaining **4.5:1 ROAS**

AI Automation Engineer | CRM & Data Systems | **DUBIMED, Dubai, UAE**

Nov 2022 – Nov 2024

- Designed and implemented **data-driven automation workflows** connecting CRM systems, databases, and business logic to streamline lead handling
- Built **AI-assisted lead qualification and routing logic** using structured CRM data, improving lead quality and operational efficiency
- Developed custom automation flows using **n8n, webhooks, and REST APIs** to orchestrate data across platforms
- Grew organic traffic by **60%** through SEO and content strategy while managing AED 500K+ monthly paid campaigns

Web Developer & Digital Systems Specialist | **Skyline Media, Dubai, UAE**

Oct 2020 – Nov 2022

- Developed and optimised websites and landing pages, integrating analytics, tracking, and performance optimisation
- Implemented early AI-assisted logic including rule-based personalisation, audience segmentation, and predictive insights based on historical data
- Integrated websites with CRM systems, APIs, and analytics platforms supporting experimentation and A/B testing

Technical Digital Systems Associate | **Bahgat Expert IT Consultancy, Dubai, UAE**

Aug 2019 – Oct 2020

- Supported web platforms, CRM systems, and digital tools for SMEs and startups across IT, software, and cloud environments
- Gained hands-on exposure to cloud infrastructure, cybersecurity basics, REST APIs, and technical problem solving

CORE SKILLS & EXPERTISE

AI & LLMs:	GPT-4, Claude 3, Prompt Engineering, Few-Shot, Chain-of-Thought, RAG, AI Agents, Multi-Agent Systems, AEO, NLP, GenAI
Engineering:	Python (NumPy, Pandas), FastAPI, LangChain, Hugging Face, OpenAI SDK, Docker, n8n, REST APIs, Webhooks, PostgreSQL, SQL
Vector & Data:	Vector Databases, Semantic Search, Data Modeling, Structured & Unstructured Data Integration
Full Stack:	React, Next.js, Tailwind CSS, shadcn/ui, AI-Powered Web Apps, Internal Tools & Dashboards
MarTech:	Zoho CRM, Salesforce, HubSpot, GA4, Power BI, Looker Studio, Zapier, Make.com, Email Automation

CERTIFICATIONS

- Professional Diploma in Digital Marketing – DMI, 2024
- AI-Powered Performance Ads – Google, 2023 | Google Ads Search Professional – Google, 2023
- Zoho CRM Plus CX Workshop – Zoho, 2023 | Advanced Google Analytics – Google, 2020
- Semrush SEO Toolkit – Semrush, 2021 | Cisco Certified Network Associate (CCNA) – Cisco, 2019

Education: Bachelor of Science in Computer Science & Statistics — Alexandria University, Faculty of Science, 2019

Volunteering: Instructor, HackerRank Campus Club (Web Dev) 2018–19 · Intern, JA Worldwide (Entrepreneurship) 2018 · ACM Training, Alexandria University 2017

Languages: English (Fluent), Arabic (Native) **Visa:** UAE Resident | **Driving License:** Valid UAE