

AHMED EMAD

Project Manager | Business Operations & Solutions

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PROFESSIONAL SUMMARY

Project Manager and business-operations specialist with 2.5+ years converting unstructured, person-dependent work into documented, measurable operating systems. Currently run project delivery and operational improvement across **four department managers** at a marketing & business-solutions agency, reporting directly to the CEO. Designed the company's **Agency Operating System** — a 9-stage client journey with a ticket system, SLAs, role SOPs, and KPI scorecards — and a **6-brand marketing operations platform on Notion** (16 interconnected databases, 3 production pipelines). Delivered measurable outcomes: grew a client's reach **8.5×** and inbound conversations **7.8×** in under 3 months, and delivered a scheduling platform that runs a **950-student academy** with a 6-person team. Strong in process improvement, executive reporting, workflow design, vendor management, CRM, and AI-assisted operations (Claude-based planning and content workflows).

CORE COMPETENCIES

Operations & Systems: Business Operations Management · Operating-System / Workflow Design (Notion, ClickUp, Trello) · SOP Development & Documentation · Process Improvement · Root-Cause & Bottleneck Analysis · SLA & Ticket Systems · Client Onboarding Design

Project Management: Project Planning & Execution Structures (Owners, Milestones, Deadlines) · Cross-Functional Coordination · Vendor, Freelancer & Outsourcing Management · Risk & Escalation Management · Milestone Tracking

Reporting & Data: Executive Reporting (Single Source of Truth) · KPI Design & Performance Scorecards · Dashboards · Data Management · Meeting Summaries & Action-Item Tracking

Marketing Operations: Campaign Management · Content Operations · Meta Ads · CRM (HubSpot) · Marketing Analytics · AI Workflow Integration (Claude, ChatGPT)

PROFESSIONAL EXPERIENCE

Safari — Marketing & Business-Solutions Agency (Remote)

Apr 2026 – Present

Project Manager — Operations (reporting to CEO)

- Run the delivery pipeline across **4 department managers**: translate monthly objectives into execution structures (owner, milestones, deadline) and track them in a weekly CEO-reviewed delivery tracker.
- Designed and authored the **Agency Operating System (SOPs V1)**: a 9-stage client journey, a ticket system with SLA priorities and a 5-level escalation path (“if it’s not a ticket, it doesn’t exist”), role-by-role SOPs, and a unified Definition-of-Done checklist — 6 sections live and governing daily work.
- Cut client onboarding to a **single structured meeting** using a 16-section intake questionnaire and a 22-block handover template from Account Manager to Marketing Manager.
- Built a **marketing operations platform on Notion covering 6 brands**: 16 interconnected databases from quarterly plans down to daily tasks, 3 production pipelines with approval gates, and role-filtered dashboards; trained the team through 3 recorded sessions and authored the operations manual (10-minute response SLA, locked deadlines, everything-recorded-as-data).
- Implemented **daily & weekly Trello reporting from every manager to the CEO** — a single source of truth on status, deadline compliance, and bottlenecks; the weekly CEO meeting presents the top 2–3 operational problems with proposed solutions.
- Designed a **weighted KPI scorecard system** (SLA compliance, on-time delivery, revision rate, first-time approval) that replaced subjective evaluation with numeric role scoring under fair-attribution rules.
- Introduced an **AI operations layer (Claude)**: brand-fed knowledge bases and standardized research → strategy → brief → content workflows in a unified brand tone, built for team replaceability.
- Managed delivery of a **custom class-scheduling platform** for the group’s Quran academy (950+ students across countries and time zones) from requirements brief to rollout: auto-generated sessions per package, equal supervisor distribution by shift, automatic time-zone conversion, and WhatsApp reminders with reply capture — documented in 3 role-based guides and operated by a 6-person team (4 supervisors, 2 team leads).
- Scoped and implemented a **customer response & booking automation** through vendor evaluation and subscription — a deliberate buy-over-build decision.

Patagon Consulting Inc. — Real-Estate Consulting (US, Remote)

Aug 2025 – Apr 2026

Operations & Administrative Coordinator

- Led an administrative team against daily goals and KPIs, improving team efficiency by **30%**.
- Designed the department's operations system on Notion — standardized task intake, owners, and deadlines — reducing errors and rework.
- Documented core processes as SOPs (incl. the lead-generation SOP) so new team members could execute without shadowing.
- Produced monthly performance reports that surfaced bottlenecks and drove fixes, reducing reporting errors by **20%**.
- Ran outreach and lead operations: list building & verification (Apify, Apollo), **229 completed cold calls**, bulk email sequences, and CRM upkeep.

Hit the Point — Engineering Training Academy (UAE, Remote)

Jan 2025 – Jul 2025

Marketing & Administrative Coordinator

- Took over a flat social presence and rebuilt the execution system: content calendar, scripts, briefs for freelance designers and video editors, and campaign timelines.
- Grew reach from **12,988 to 111,042 (8.5x)**, content interactions from 396 to 3,363, page visits from 2,431 to 10,019, and new followers from 78 to 1,422 — in under 3 months (Meta-verified).
- Managed Meta ad campaigns end to end, lifting inbound conversations from **32 to 250 (7.8x)** at costs as low as **EGP 3.37 per started conversation**.
- Coordinated instructor scheduling, class operations, and learner support alongside the marketing workload.

ZD Express — Logistics (Egypt)

Mar 2024 – Nov 2024

Administrative Assistant — Operations

- Coordinated shipment schedules between internal teams and drivers, improving on-time delivery by **20%**.
- Managed shipment documentation, invoices, and order records, reducing documentation errors by **25%**.
- Produced daily logistics reports for management, enabling faster operational decisions.

SELECTED PROJECTS & ACHIEVEMENTS

- **Agency Operating System (2026)** — company-wide operating manual: client journey, ticket system + SLAs, role SOPs, KPI scorecards; maintained as a live bilingual (AR/EN) document.
- **ZAD Schedule System (2026)** — custom scheduling platform for a 950-student academy: automated session generation, fair supervisor distribution, WhatsApp reminders with reply capture; delivered from brief to rollout with a 3-guide documentation series.
- **6-Brand Marketing Operations Platform (2026)** — Notion architecture of 16 databases and 3 production pipelines with auto-logged delivery data.
- **AI Planning & Content Layer (2026)** — Claude-based workflows producing research, strategy documents, and designer-ready briefs in a unified brand tone.
- **Response & Booking Automation (2026)** — vendor-evaluated bot integrated into the academy's response workflow.
- **Marketing Turnaround (2025)** — 8.5x reach and 7.8x inbound conversations for a UAE training academy in under 3 months.

TOOLS & SYSTEMS

Project & Operations: Notion · ClickUp · Trello · Jira · Asana · Monday · Airtable · Coda

Marketing & CRM: Meta Business Suite · Meta Ads Manager · HubSpot · Mailchimp · Shopify

Data & Outreach: Excel / Google Sheets · Apify · Apollo · Instantly

AI: Claude (plugins & skills workflows) · ChatGPT · Gemini · Perplexity

Productivity: Google Workspace · Microsoft 365 · Slack · Zoom · Calendly · Cal.com

EDUCATION & CERTIFICATIONS

Bachelor of Law (LL.B.) — Benha University, Egypt 2020 – 2024

- Google Project Management Certificate — *in progress (2026)*
- McKinsey Forward Program — McKinsey & Company
- Digital Marketing Diploma — Google & Almentor
- Notion Certification · AI for Business & E-Commerce — Almentor · Google Workspace · Microsoft 365

Languages: Arabic — Native · English — Professional Working Proficiency (B2+)