

Ahmed Badawy

Associate Product Manager • Product, Operations & AI

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SUMMARY

Associate Product Manager who takes products from problem to launch and adoption — and builds them hands-on. At a Riyadh agency I shipped the internal products that run the business: an influencer recommendation engine, a daily-use social-operations platform (~70 users), an automated report builder, and an equipment-tracking system. I work end to end — discovery, user stories, and PRDs through to the build itself (RAG agents, n8n, web apps, APIs) — with a growth background that keeps me close to users, data, and outcomes.

PROFESSIONAL EXPERIENCE

Associate Product Manager & Planning Specialist | TrendDC PR & Communications Agency — *Riyadh, Saudi Arabia*

March 2024 – Present

- **Social Operations Platform (Montjat):** Built a daily-use platform for ~70 users to build content plans, run them through approvals, and pull monthly per-account analytics — unifying Asana, WhatsApp, the Meltwater API, and Drive into CEO-level reporting and cutting a 3-person full-time function to 1–2 hours.
- **Automated Report Production (live):** Built the platform behind a media brand's published visual reports (alelm.net/jakalelm) — turning team-written content into on-brand visual design and breaking the one-report-per-week ceiling, with capacity for multiple same-day reports.
- **Influencer Recommendation Engine (AD):** Built a searchable RAG database of 1,750 influencers with multi-filter shortlisting (price, platform, category, followers) and one-click PPT/CSV export — cutting qualified shortlists from days to minutes, now self-served by the influencer, planning, and project-management teams.
- **Equipment Tracking System (Studio):** Built gear checkout tracking ~100 pieces of equipment for a 10-person production team — live availability, ownership trail, fault flagging, and usage analytics for buy-vs-retire decisions, replacing hours of calls with a status view in minutes.
- **Strategic Leadership:** Stepped in as Project Manager for 6 months to lead a SAR 900K integrated campaign for a Saudi government entity — video, content, influencer, and media-buying tracks across teams — delivering all target KPIs.

Associate Product Manager (Part-time, Remote) | Datajar.co — *Berlin, Germany*

November 2025 – February 2026

- **Discovery & UI/UX Redesign:** Ran discovery for a new UI/UX concept, then wrote the user stories with the product lead (As a / I want / so that, with Given-When-Then acceptance criteria), designed the new UI from them, and shipped it with engineering.
- **Payments PRD:** Wrote a PRD investigating Stripe checkout integration and multi-country fee handling across the EU, Egypt, KSA, and UAE.

Marketing Specialist | Find Me Football — *Cairo, Egypt*

January 2021 – December 2022

- **User Acquisition & Growth:** Ran multi-channel campaigns acquiring 10,000+ users; led an inDriver campaign reaching 8M+ people.
- **Research-Driven Pivot:** Reshaped marketing strategy from user research, contributing to 500+ successful matches across Egypt.

SKILLS & TOOLS

Product Management: Discovery, roadmapping, prioritization, PRDs, user stories, acceptance criteria, metrics & adoption analysis, stakeholder management, product operations.

AI & Automation: RAG systems, AI agents, multi-agent workflows, prompt design, workflow automation (n8n).

Technical: Supabase, API integrations (Meltwater), Bolt.new, Apify, Asana, database design, prototyping.

Growth & Marketing: Campaign planning, performance marketing, content strategy, user acquisition.

CERTIFICATIONS & EDUCATION

- **Become a Product Manager: Learn the Skills & Get the Job:** Udemy, 2025.
- **Bachelor of Business Administration:** Ain Shams University, Cairo, Egypt — June 2022.