

AMIR AL-DEFRY

AMIR SHERIF MOHSEN AL-DEFRY

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SUMMARY

Dynamic Growth and AI driven digital transformation professional with 6+ years of experience across marketing sales software development and AI systems Proven track record of leading revenue-generating initiatives enterprise client projects and automation driven business improvements. Specialized in designing and implementing AI powered workflows marketing systems and sales pipelines that enhance performance scalability and operational efficiency across multiple industries.

EXPERIENCE

Principal Growth Strategist Manager

Webenia · Part-time Jan 2025 – Feb 2026

- Led growth strategy initiatives across product, marketing, and sales funnels.
- Designed and executed AI-powered automation pipelines to optimize operations and client acquisition.
- Collaborated cross-functionally to align business objectives with digital transformation goals.

Growth Manager

Egygate Marketing Agency · Part-time Jan 2024 – Aug 2025

- Managed corporate client relationships and high-value B2B sales pipelines.
- Developed tailored marketing and sales solutions for enterprise-level clients.
- Integrated AI tools into sales workflows to improve lead generation and conversion rates.

Digital Projects Specialist

All Safe (Enterprise Clients) 2023 – 2024

- Managed web/app projects for major clients including Saudi government, Etoile, Ezz Steel, and top banks.

Sales Manager

Trengle (Egypt – Regional Scope) 2021 – 2022

- Led sales for a marketing and software company; expanded the client base locally and abroad.

Freelance Digital Marketer & Developer

Self-employed 2019 – 2021

- Provided marketing, branding, and software services to 100+ clients across various sectors.

AI Systems & Automation

(2024 – Present)

- Dedicated focus on advanced AI systems, automation pipelines, and agentic workflows Developed hands on expertise across LLMs, AI automation tools, generative AI (text, image, video, audio) and business process integration Applied AI solutions across marketing education real estate and content production workflows.

EDUCATION

B.Sc. in Computer Science – El Shorouk Academy

Faculty of Computers & Information Technology | 4th Year – Expected Graduation

CORE SKILLS

Professional

Marketing & Sales: Digital & offline campaigns, brand development, client psychology, B2B/B2C sales + strategy

Project Management: Full cycle web/app development cross-functional team leadership, enterprise clients

Content & Design: Video editing (montage) graphic design bilingual reporting (EN/AR) presentation creation

AI Specialization

Prompt Engineering & LLMs: Advanced prompting chain of thought system design for Claude, GPT-4 Gemini Mistral

AI Assistants & Agents: Building autonomous agents multi step AI workflows LangChain basics CrewAI

AI Design & Image Generation: Stable Diffusion commercial grade outputs

AI Video Creation: cinematic & social video production

AI Audio & Voice: voice cloning music generation audio branding
AI Productivity: applied daily across business operations
Automation & No-Code AI: full pipeline automation
AI Research & Search: Perplexity AI consensus synthesis AI driven competitive research
AI Dev Frameworks: API integration (Anthropic, OpenAI), basic agent frameworks, prompt to code workflows
AI Marketing & Sales: AI generated content pipelines, CRM automation, social media AI strategies

ATS OPTIMIZATION KEYWORDS

Digital Transformation | AI Automation | Growth Strategy | Sales Strategy | CRM Automation | Business Development | LLM
Integration | Workflow Automation | Marketing Strategy | Enterprise Clients | SaaS Growth | AI Agents | Revenue
Optimization