Akram Gasmelseed

Project and Programme Manager · AI Automation and Digital Delivery · Market Research and CX

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Available immediately · Own UAE residence visa · Dubai or Abu Dhabi · Full-time, contract, part-time or remote

PROFILE

Project manager with nearly ten years in Dubai delivering research, customer experience, growth and technology programmes across the GCC. Managed 50+ market research and mystery shopping projects with field teams of 30 across six countries, built and led outbound teams of 40+, and in 2026 founded a tech and creative studio that has shipped 15 live digital products for clients in the UAE, Saudi Arabia, Egypt and Sudan. Works end to end: scoping and pricing, stakeholder management, delivery, quality assurance, reporting and handover. Uses AI agents and automation as a day-to-day delivery tool, and holds a degree in IT systems and networks.

10 yrs	50+	40+	15	13
project delivery in the UAE and GCC	research and CX projects managed	people led in one operation	live digital products shipped in 2026	client engagements as founder

CORE SKILLS

Project delivery	Programme and project management, scoping, budgets, timelines, change control, risk, quality assurance (ISO 9001 internal auditor), vendor and stakeholder management, reporting.
Research and CX	Market research, mystery shopping, competitor and price benchmarking, CX audits, KPI design, fieldwork management, data analysis, insight reports, action and training plans.
AI and automation	AI agent design and deployment, AI adoption, workflow automation (n8n), prompt and evaluation design, guardrails and access control, Claude, ChatGPT, LangChain, local LLMs.
Digital products	Product ownership for web apps, e-commerce (Shopify, Odoo, Salla), CRM, dashboards and client portals. Working knowledge of Next.js, React, TypeScript, Supabase, Cloudflare, Vercel, GitHub.
Growth	B2B lead generation, outbound and inbound strategy, sales funnels, CRM, proposals and pricing, partner programmes, data enrichment (Apollo, Lusha, RocketReach).
Brand and events	Brand identity and guidelines, event concept and coordination, invitations, stage and sponsorship material, print production, content and motion.

EXPERIENCE

Founder and CEO · Baobab Creatives, Dubai (tech and creative studio) — Apr 2026 – Present

- Founded a studio with two service lines: **Build** (business systems, e-commerce, websites and AI agents) and **Create** (brand identity, events and marketing material). Ran **13 client engagements** in eight months across automotive trading, fashion, perfume, real estate, IT, smart home, grooming, optical retail and business services.
- Owned every engagement end to end: discovery, proposal and fixed-price commercials, delivery plan, client reporting, quality gates, launch and invoicing. Shipped **15 live deployments** across **38 code repositories** with **1,198 reviewed and merged pull requests**, directing an AI-assisted engineering workflow with automated tests and security checks.
- Designed and built **Baobab OS**, the studio's internal operating system with **30+ modules**: founders dashboard, CRM and pipeline, proposals with PIN-protected viewer and view analytics, finance and invoicing, HR, quality management, legal, tasks, WhatsApp customer inbox, academy and an R&D centre. Role-based access for owners, managers and associates, 319 automated test files.
- Built an **AI agent workforce**: a personal-assistant orchestrator connected to Notion, Gmail and voice notes, a sales and prospecting agent with evaluation suites, and a control plane with agent registry, access guardrails, contracts and a run log. Built to take admin, reporting and follow-up work off the founders.
- Delivered e-commerce and operations platforms: a headless Shopify fashion store, an Arabic multi-vendor marketplace on Odoo 19, a single-brand perfume store, a Salla storefront for a Saudi retailer, and a business management system with inventory, daily FX pricing and point of sale for an import and trading group.
- Set up the studio's **R&D centre**: 515 brand records, 159 visual kits, 14 sector studies and a 1,465-piece visual atlas used to brief every brand and proposal.

- Led the creative line: a 22-page brand bible, client brand identities, a bilingual company launch for an international industry summit, and full event packages (invitations, stage and decor boards, sponsorship decks, social campaigns) with print-ready production.

Co-Founder · Casamate, Dubai (smart home solutions) Apr 2026 – Present

- Co-founded a smart home venture. Built the marketing site, a bilingual client intake flow and four interactive 3D home demos, and designed Home Assistant based control dashboards with Zigbee and Wi-Fi devices.

Project Manager · G.W.R. Consulting, Dubai Feb 2024 – Mar 2026

- Managed **50+ projects** in market research, mystery shopping, competitor studies, price analysis and data analytics for B2C and B2B clients in trade zones, F&B, hospitality, automotive, lifestyle and retail.
- Led **30 fieldworkers and quality validators** across all GCC countries, covering recruitment, briefing, scheduling, validation and payment.
- Benchmarked client KPIs across the full customer journey and turned findings into action and training plans to raise CX scores and brand consistency.
- Introduced automation and AI tools into reporting and validation to shorten turnaround from fieldwork to client dashboard.

Growth Consultant · amazit, Keller Williams and Shabaqo, Dubai (contract) Sep 2023 – Feb 2024

- **amazit:** built inbound and outbound B2B strategy, playbooks for each funnel stage, ideal client profiles, training modules and automated lead-data handover. Recruited the lead generation and business development hires.
- **Keller Williams:** set up an outreach department working existing databases by phone, WhatsApp and email, supplying agents with warm and hot leads daily.
- **Shabaqo:** trained the CEO and team and drafted a full outbound training centre from lead generation to closing.

Lead Generation Manager · UPGRADE, Dubai (digital growth agency) Apr 2023 – Sep 2023

- Ran an operation of **18 lead generation specialists and 24 business development executives**. Reached up to **20% conversion** from qualified lead to booked sales meeting.
- Built a remote hiring model across Egypt, Lebanon and India that cut cost per hire and widened language coverage.

Business Development Manager · Systematic Market Research Consultancy (SMRC), Dubai Mar 2022 – May 2023

- Set growth strategy for revenue, lead conversion and outreach. Managed the team's KPIs and sales funnel, and wrote client proposals and reports for research engagements.

Business Development and Project Manager · Undercover CX Consultancy, UAE (contract) Sep 2021 – Feb 2022

- Managed mystery shopping projects end to end: stakeholder engagement, budgets, workflows, resourcing, team coaching, progress tracking and reporting systems.

Senior Project Coordinator and ISO 9001:2015 Internal Auditor · CRM Middle East, Dubai Jan 2017 – Nov 2021

- Progressed from Client Experience Executive to Senior Project Coordinator. Coordinated client projects and events, ran the quality management system, prepared audits and risk reviews, led staff training and tracked departmental performance.
- **Event and Community Manager, Quince Concept House (2018 – 2021):** planned and ran events and community programmes at the Business Bay venue, plus website updates, social plans and content.

EDUCATION

BSc, IT Systems and Networks · Sudan University of Science and Technology, Khartoum 2010 – 2014

TOOLS

AI and automation	Claude and Claude Code, ChatGPT and Codex, n8n, LangChain, DeepSeek, Llama, Lovable, Bolt
Work and data	Notion, Google Workspace, Excel and Sheets, Power BI, Looker Studio, Apollo, Lusha, RocketReach, ContactOut
Platforms	Shopify, Odoo, Salla, Supabase, Cloudflare, Vercel, Railway, GitHub, Figma, WhatsApp Business API
Smart home	Home Assistant, HACS, Tuya, SwitchBot, Zigbee and Wi-Fi protocols, SweetHome3D
Languages	Arabic (native), English (fluent)

References available on request. Full portfolio with product walkthroughs: founder.baobabcreatives.com