

# Assad Allah Alebrahim

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## PROFESSIONAL SUMMARY

**AI Engineer & Business Intelligence** Analyst with over 5 years of experience in database optimization, business intelligence, and AI-powered automation. Proven expertise in designing data-driven solutions, implementing RAG systems, and developing agentic AI workflows. Strong background in Oracle/SQL Server database administration, Power BI dashboard development, and marketing analytics. Specialized in fine-tuning large language models, building intelligent agents, and integrating AI tools to drive business growth.

## TECHNICAL SKILLS

### AI & Machine Learning:

- Agentic AI Development (langchain, LangGraph, PydanticAI, flowise) | Retrieval Augmented Generation (RAG) Systems | Local Model Deployment (Ollama, Hugging Face) | Natural Language Processing (NLP) | Machine Learning & Data Mining | Prompt Engineering & Context Optimization, LLMs embedding models

### Database & BI:

- Oracle Database Administration & PL/SQL Development | SQL Server (SSIS, SSAS, SSRS) | Data Warehouse Design & ETL Optimization | Power BI Dashboard Development | Data Modeling (Star Schema, Snowflake Schema) | Database Performance Tuning & Indexing, **victorDB**: ChromaDB, FIASS, Elasticsearch, indexing (HNSW, IVF)

### Programming:

- Python (Advanced) | SQL/PL/SQL (Expert) | T-SQL (Advanced), DAX (intermediate) | JavaScript (Intermediate) | C# (Basic) | Java (Basic) | C++ (Basic)
- Python AI (NLTK, Tensorflow, scikit-learn)

### Tools & Platforms:

- AI Automation: GPT APIs, n8n, make, third party serve integration (google services, social media services)
- Analytics: Google Analytics, Meta Business Suite
- Development: Git, Jira, ClickUp, Figma, JMeter
- Reporting: Crystal Reports, JasperReports, SSRS
- Cloud: Familiar with cloud-based AI services, AWS sageMaker

## **PROFESSIONAL EXPERIENCE**

### **Marketing and AI agent and Business Analyst | Cogent Softech, Beirut, Lebanon**

January 2025 – Present

- Developed AI-powered marketing automation using n8n workflows, reducing manual tasks by 30%.
- Implemented agentic RAG systems for customer support, improving response accuracy, and search filter with semantic on Elasticsearch by 25%.
- Built fine-tuned language models using Ollama and local deployment strategies.
- Designed BI dashboards in Power BI integrating Google Analytics, HubSpot, and Meta Suite data.
- Manage social media accounts for 10 clients, make their account growth by 800% in 3 months
- Build marketing strategies and do marketing research SOWT

### **Business Intelligence Analyst | Wafa Telecom, Damascus, Syria**

May 2024 – January 2025

- Engineered BI solutions for telecom operations, processing CDR, CRM, and ERP data.
- Developed interactive Power BI dashboards providing real-time insights into network performance.
- Optimized ETL processes using SSIS, improving integration efficiency by 20%.

### **Chief Technology Officer | OTI-DAWOD Company, Damascus, Syria**

2023 - May 2024

- Led digital transformation initiatives across Damascus province operations,
- implementing AI-driven process automation
- Managed technology strategy and software development teams, delivering
- solutions aligned with organizational goals
- Oversaw database architecture and system optimization projects, ensuring
- scalability and performance

### **Database Administrator & Oracle PL/SQL Developer | OTI-DAWOD Company, Damascus, Syria**

2020 - May 2024

- Administered enterprise Oracle and SQL Server databases ensuring 99.9% uptime and robust security protocols
- Optimized database performance through advanced indexing strategies, achieving 30% improvement in query execution
- Developed complex stored procedures and automated data pipelines for ERP system backend services
- Conducted performance tuning for large-scale applications, reducing query execution time by 23%
- Implemented database auditing and monitoring solutions for compliance and optimization

## **Business Analyst | OTI-DAWOD Company, Damascus, Syria**

2019 - May 2024

- Enhanced project management system efficiency by 35% through advanced data analysis and Power BI visualization
- Reduced operational costs by 20% via process optimization and error minimization strategies
- Developed real-time business intelligence reports providing actionable insights for executive decision-making
- Streamlined workflow processes using data-driven approaches and KPI tracking methodologies

## **EDUCATION**

- **Master in Web Science** | Syrian Virtual University | 2023 - Present | Damascus, Syria
- **Bachelor of Information Technology Engineering (AI Specialist)** | Damascus University | 2016 - 2022

## **CERTIFICATIONS & TRAINING**

- **Generative AI in Marketing Specialization** | University of Virginia Darden School Foundation
- **Adobe Content Creator Professional Certificate** | Adobe
- **Marketing Analytics Certificate** | University of Virginia
- **IBM RAG and Agentic AI Professional Certificate** | IBM
- **LangChain for LLM Application Development** | DeepLearning.AI
- **AI Agents in LangGraph** | DeepLearning.AI
- **Building Generative AI Capabilities** | University of Virginia Darden School Foundation

## **LANGUAGES**

Arabic: Native | English: Professional