

# Mahmoud Hegazy

**Business Application Engineer | AI Agents & Workflow Automation (n8n/Make) | Translating Business**

↔ Tech

Cairo, Egypt

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## PROFESSIONAL SUMMARY

Business Application Engineer building production-ready business systems: internal tools, workflow automations, integrations, and dashboards. I bridge business and engineering and turning operational needs into clear specs, then shipping reliable solutions teams actually adopt. Hands-on with AI agents and automation using Python, n8n, and I use AI-assisted development ("advanced vibe coding") to develop quickly and harden into maintainable production apps that beyond MVB (Sonbola-edu.com and Getfit Mobile App).

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## CORE SKILLS

- **Business Applications & Ops:** Requirements gathering, process mapping, SOPs, stakeholder management, Agile delivery
  - **Automation & Integration:** Workflow automation, API integrations, webhooks, data sync, error handling, logging
  - **AI & Agents:** AI-enabled workflows, agent patterns, guardrails (approvals, human-in-the-loop), prompt/flow design
  - **Data & Reporting:** Dashboards, KPI tracking, reporting pipelines (Sheets/CRM/ops data)
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## PROFESSIONAL EXPERIENCE

### Terminal Software House — Co-Founder

(Aug 2025 – Present | Egypt)

- Co-founded a software house focused on building production-ready digital products.
- Developed **Sonbola** (سنبلا) and **Getfit** with my co-founder; I led both projects end-to-end and contributed hands-on to core engineering.

- Owned the full cycle: product research, requirements gathering, solution design, implementation, production deployment, and iteration.
- Built and shipped using **AI-assisted development ("advanced vibe coding")** to accelerate delivery while maintaining production quality.
- Drive AI-enabled features and automation where it creates measurable user or operational value.

## **KenKo Ventures — Business Application Specialist (Business Application Engineer Track)**

**Feb 2025 – Present | Cairo, Egypt**

- Lead product discovery and research for venture studio initiatives: workflow mapping, requirement definition, and MVP scoping.
- Translate business needs into technical specs, delivery plans, and implementation roadmaps; align stakeholders across business and engineering.
- Build production-ready tools and business apps using AI-assisted development ("advanced vibe coding"), emphasizing maintainability and adoption.
- Develop AI-enabled automations and agent-assisted workflows using **n8n And Python**.
- Implement integrations via **APIs and webhooks** to connect business tools and data sources; design reliable sync and exception handling.
- Deliver dashboards and reporting to track operational metrics and support decision-making.
- Create reusable templates and SOPs to scale automation patterns across multiple products.

**Selected outputs (add measurable results when available):**

- [Add 2–4 examples: workflow automated, tools integrated, impact metric (time saved / errors reduced / cycle time improved).]

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## **Appout ITS — AI Automation Specialist**

**Jul 2025 – Sep 2025 | Tanta, Al Gharbiyah, Egypt**

- Automated internal processes for **Operations, Sales, and Customer Success**, including **client onboarding, contract generation, invoicing**, and customer lifecycle workflows.
- Designed and delivered workflow automations and lightweight internal apps using n8n and **Python**, supporting business operations.
- Owned the **full delivery cycle** end-to-end: requirements gathering, process mapping, solution design, implementation, production rollout, and team training/enablement.
- Built integrations connecting tools and data sources using APIs/webhooks; implemented reliable routing, retries, and basic monitoring.
- Added AI-assisted steps for drafting, summarization, classification, and task routing with appropriate approvals/guardrails.
- Supported reporting visibility through lightweight dashboards/metrics and clear documentation for handover.

## **Sorah Media Solutions — Project Manager**

**Mar 2024 – Feb 2025**

- Managed end-to-end delivery of media projects: timelines, scope, coordination, and stakeholder alignment.
  - Organized production workflows, improved execution cadence, and maintained delivery quality under deadlines.
  - Produced documentation and repeatable processes to scale output across projects.
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## **dr sherif arafa — Personal Branding Specialist**

**May 2022 – Feb 2025**

- Supported personal branding execution across content planning, production coordination, and delivery operations.
  - Streamlined content production workflows and supported consistency of output.
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## **Key Apex — Head of Media Production & Content Creation**

**Dec 2023 – Mar 2024**

- Led content production pipeline from concept to delivery (planning, scripting, filming, editing) ensuring quality and timelines.
  - Coordinated production priorities and ensured consistent execution across deliverables.
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## **Sorah Media Solutions — Videographer**

**May 2023 – Dec 2023**

- Worked on media production projects including videography and video editing.
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## **SELECTED PROJECTS**

### **Sonbola (سنبلة) — Gamified EdTech Platform (MENA-first)**

Website: <https://sonbola-edu.com>

- Built a next-generation EdTech platform designed to reduce online learning drop-off by combining **gamification psychology** with **AI-driven support**.
- Implemented engagement mechanics: **XP, streaks, badges**, and progress loops to make learning habitual.

- Integrated **LLM-based AI companions** to provide real-time hints, explanations, and nudges so learners don't get stuck.
- Designed community features that encourage healthy competition and progress sharing.
- Localized for MENA learners with language support and culturally aware learning experience.

### **AI-Powered Virtual Try-On Mobile App (React Native)**

- Built a cross-platform mobile app for virtual clothing try-on and outfit visualization using Gen AI capabilities.
- Features: AI-driven clothing analysis & recommendations, personalized closet management, and user analytics.
- Tech stack: **React Native, Expo, TypeScript, Firebase, NativeWind, React Navigation, and Google Gemini** for intelligent clothing understanding.

## **EDUCATION**

**Tanta University** — Bachelor of Engineering (B.E.), Electrical, Electronics & Communications Engineering  
**Oct 2021 – Jun 2026**

**Coursera** — Project Management Diploma  
**Sep 2024 – Mar 2025**

**Knowledge Officer Career Accelerator** — Marketing Diploma  
**Sep 2022 – Dec 2023**

**Udacity** — Marketing Nano Degree  
**Jan 2022 – Apr 2022**