

Ousama Azzam, CRM Strategy | Business Analysis | Process Automation

+961 71001104, ousama28azz@gmail.com

LINKS	Linkedin , Github		
PROFILE	Energetic Computer Science graduate specializing in CRM systems, customer automation, and AI-driven personalization. Proficient in Salesforce, HubSpot, and GPT-powered solutions, with hands-on experience building full-stack CRM engines for churn prediction, campaign automation, and persona simulation. Thrive in fast-paced environments where data, logic, and user behavior intersect. Skilled in Python, SQL, Power BI, prompt engineering, and automation frameworks including LangChain, RAG, and Make.		
EXPERIENCE			
Aug 2025 — Present	AI Business Analyst (Internship), Maids.cc		
2021 — 2023	IT Support, Ladies Zone		
EDUCATION			
Sep 2022 — Jun 2025	Bachelor in Computer Science, Beirut Arab University		
CERTIFICATES			
2025	Sales and CRM overview, Salesforce		
2025	Fundamentals of AI Agents Using RAG and LangChain, IBM		
2025	Introduction to CRM, Hubspot		
PROJECTS	<div>Retenix: Intelligent Retention and Campaign Automation</div> <div>Built a full-stack CRM with AI churn prediction model, GPT campaign generation, and automated delivery via Make.</div> <div>Tools: Python, GPT-4o, Make.com, Airtable, Brevo SMTP, Power BI</div> <div>PersonaMesh – CRM Message Simulation Engine</div> <div>Developed a simulation framework to evaluate marketing messages using AI personas and emotional scoring.</div> <div>Tools: GPT-4o, JSON, OpenAI API, Python</div> <div>SustainGo – Food Redistribution Platform</div> <div>Created an AI-enabled mobile app to connect vendors with NGOs for food saving and donation logistics.</div> <div>Tools: Flutter, Django, PostgreSQL, REST API, Google Maps, FastAPI</div> <div>Hubspot CRM Simulation – GlowSkin Cosmetics</div> <div>Simulated a full CRM pipeline using HubSpot to manage deals, contact segmentation, lifecycle tagging, and lead workflows.</div> <div>Tools: HubSpot CRM, Segmentation Filters, Deal Pipelines, Lifecycle Stages, Contact Lists</div>		
LANGUAGES	English	Highly proficient	Arabic
			Native speaker