

# IBRAHIM KOTB

## Go-to-Market Engineer

Full-Stack Development · Marketing Automation · Growth Engineering · AI Integrations

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## SUMMARY

Full-stack engineer who builds what most GTM teams have to stitch together manually. Building the CRM for SLCTD, a company with live event-production and event-maker arms. Solo-built iSmartly — a live AI platform ([ismartly.io](https://ismartly.io)) that pulls real Instagram account data via Meta Graph API and uses Gemini, Claude, and GPT to forecast engagement ranges before posts publish. Stack: TypeScript, React/Vite, Node.js, Supabase, Stripe. Also works across the GTM stack itself — Meta Ads, Google Ads, GA4, HubSpot, n8n automation — and the AI layer sitting on top of it. Builds the integrations, automates the workflows, and ships the internal tools that make revenue teams move faster.

## SELECTED PROJECTS

### Full-Stack Developer — SLCTD Solutions (CRM)

06/2026 — Present

*SLCTD: established company with live event-production and event-maker arms · building the CRM product*

- Building SLCTD Solutions, the CRM arm of an operating events company, serving the group's existing client base.
- Designing the data model, integrations, and internal tooling so client, booking, and campaign data live in one system instead of scattered across platforms.

### iSmartly — AI GTM Platform — Solo Build

06/2025 — Present

*Live at [ismartly.io](https://ismartly.io) • TypeScript, React/Vite, Node.js, Supabase, Stripe • Gemini, Claude, GPT, Veo, Imagen 4, Meta Graph API*

- Core moat: LLM reasoning layer that ingests real account data from Meta Graph and returns predicted engagement ranges (reach, likes, saves) for upcoming posts — eliminating blind posting for themed pages and personal brands.
- Integrated 7 services behind a unified internal API: three frontier LLMs for reasoning, Veo and Imagen 4 for content generation, Stripe for billing, Supabase for auth/database/storage — solo, end-to-end.
- Built n8n workflows and MCP server tooling to automate outbound sequences, content scheduling, and campaign analytics.

### El Fareed — Freelance Web Dev

06/2026

*elfareed-eg.com • build complete — launching Jul 2026*

- Built the client's website plus domain and mailbox setup end-to-end; launching within weeks.

### Aura Energy Drink — Freelance Full-Stack (solo, in delivery)

2026

- Building a custom TypeScript ecommerce site for a 3-SKU energy-drink brand — product pages, cart, checkout, and admin.

### Rasn — Equestrian Ecommerce — Freelance Full-Stack (solo, in delivery)

2026

- Building a full TypeScript ecommerce store for a multi-category equestrian retailer — catalog, search, cart, checkout. Screenshots available on request.

## EXPERIENCE

### AI & Automation Intern — Ripple Collective

01/2026 — 02/2026

*Abu Dhabi, UAE*

- Built AI-powered workflow automations across content pipelines, knowledge management, and device provisioning — removing manual steps from internal operations.
- Integrated AI tools into the creative team's client-work pipeline, cutting execution time on campaign deliverables.

### Sole IT Intern — AI Mada Construction

06/2023 — 09/2023

*Cairo, Egypt • Only on-site IT for ~100 users; reporting to a part-time manager*

- Sole IT for ~100 end users — network, hardware, software, access. Built n8n automations for internal workflows and trained staff on AI productivity tools.

## TECHNICAL SKILLS

**GTM & Marketing Stack:** Meta Ads, Google Ads, LinkedIn Ads, TikTok Ads, HubSpot CRM, GA4, Looker Studio, conversion tracking, A/B testing, funnel analytics, CAC/LTV, n8n, Zapier, Make

**Engineering:** TypeScript, JavaScript, React, Vite, Next.js, Node.js, REST APIs, Webhooks, PostgreSQL (Supabase), MySQL, Git/GitHub, Vercel, PHP, HTML, CSS

**AI & Integrations:** Claude, Gemini, GPT (multi-model orchestration), Veo, Imagen 4, Meta Graph API, Stripe, Supabase, prompt engineering, MCP server development, AI-assisted development (Cursor)

**Creative & Content:** Figma, Adobe Photoshop, Premiere Pro, After Effects, Canva — for working directly with creative teams on campaign assets

## EDUCATION

**B.Sc. Business Information Systems — Arab Academy for Science, Technology & Maritime Transport, Cairo** 2020 — 2024

**Languages:** Arabic (Native) • English (Fluent)