Ahmed Elbanna

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Education

University of California, Berkeley | College of Engineering **Expected May 2028**

B.S. Mechanical Engineering; Minor in Electrical Engineering & Computer Sciences

Certificates: Berkeley Certificate in Design Innovation (BCDI), Certificate in Entrepreneurship & Technology (SCET)

Relevant Coursework: Programming & Abstraction, Signals & Information Processing, Prototyping & Fabrication

Work Experience

UC Berkeley Information Technology Berkeley, CA

Product Manager & Marketing Coordinator *Feb. 2026 – Present*

- Mapped IT-support drop-offs by interviewing **100+** students; authored a PRD that reshaped the department roadmap.
- Grew helpdesk foot traffic **200%** through targeted events and cross-functional GTM launches reaching **15K+** students.
- Redesigned UX for **3** university platforms in Figma for ADA accessibility, resolving recurring student navigation issues.

Content Creator Remote

Founder & Creator (Instagram | TikTok | LinkedIn) *Nov. 2025 – Present*

- Grew to **10M+** views, **300K+** likes, and **10K+** followers as the "college older brother," posting tech and college advice.
- Raised video retention **200%** by A/B testing hooks across audience segments, then doubling down on the winning formats.
- Negotiated **20+** brand deals valued at **$10K+** (e.g., Poppi, Anua), owning creative direction and deliverables end to end.

Elbanna College Consulting Remote

Founder *May 2026 – Present*

- Generated **$10K+** in profit by building a client-acquisition strategy and advising model for high school applicants.
- Trained and managed **10+** sales development reps across **5+** Gulf countries to source and qualify pre-sales leads.
- Built a CRM with a lead-scoring model predicting conversion after pre-sales calls using academic and financial signals.

PwC Cairo, Egypt

Management Consulting Intern, Supply Chain & Efficiency *June 2026 – July 2026*

- Prioritized **100+** suppliers with a weighted scoring framework across localization ability, cost, and ease of onboarding.
- Shaped in-country value (ICV) strategy on a **$30B+** Saudi airport megaproject to retain procurement spend nationally.
- Designed a supplier onboarding and recommendation deck standardizing local vendors on Vision 2030 ICV benchmarks.

FiveW (Backed by Ava Labs) San Francisco, CA

Product & Growth Intern *Oct. 2025 – Jan. 2026*

- Drove **300%+** user growth across AI/ML communities during soft launch by building a multi-channel growth strategy.
- Ran **20+** user research interviews and synthesized the insights engineers used to prioritize the UX roadmap for launch.
- Produced brand identity and assets leadership used across social media, accelerator applications, decks, and fundraising.

Projects

Rounds | Demo Video | GitHub *Aug. 2026*

- Scoped **9** voice tools in a PRD for an AI shift assistant letting nurses log notes and pull patient records hands-free.
- Led product design for a team of **4**, running ideation sessions and mapping end-to-end nurse user flows to a demo.
- Architected a Convex data layer behind an MCP server, giving the LLM agent real-time medication and patient records.

Leadership & Extracurriculars

Middle Eastern Business Association Berkeley, CA

Content Chair, Marketing Committee *Sept. 2026 – Present*

- Grew social media followership ∼**20%** by producing posts and reels for digital campaigns and event promotions.
- Analyzed social media trends to plan the content calendar, aligning posts and reels with member interests and club events.
- Partnered with a fundraising organization to design branded merchandise, increasing the association's campus visibility.

Skills & Interests

Product: Product Strategy (PRD Writing, KPI Definition, Roadmapping), User Research (Interviews, Surveys, Focus Groups), A/B Testing, Go-to-Market, UX Design (Figma)

Technical: Python, SQL, Microsoft Office, AI/ML Tools (LLMs, Prompt Engineering, AI Agents, MCP), Agile (Jira/Confluence)

Languages & Interests: English (native), Arabic (native) | Fragrances, Billiards, Aviation, Mediterranean Cooking