

MUHAMMAD OSAMA SOHAIL

Early-Stage Generalist | Product, Growth & AI Systems

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PROFESSIONAL SUMMARY

Most of my work hasn't fit neatly under one job title. At a B2B AI agency I'm the only person owning go-to-market, which meant writing the content, reading the numbers, and eventually building the tooling so the manual version stopped eating my week. Before that I ran delivery and UX research at a product studio juggling several early-stage clients at once. Before that, a bank, where I carried a revenue target.

The range shows up in the work. I've written the PRD and the Python for the same project, plus the landing page copy that sold it. Two systems built and wired end to end this year: a FastAPI video production pipeline and a 12-skill agent stack for content operations. On the pipeline, **36 of 41** tests pass and two regressions are still open. I'd rather say that than round the number up.

CORE COMPETENCIES

Product: PRDs and user stories, roadmapping, problem framing, discovery and UX research, product analytics, A/B testing, Agile/Scrum delivery, stakeholder management

Growth & GTM: Content strategy, demand generation, SEO, lifecycle marketing, attribution modeling, conversion architecture, Meta CAPI, RudderStack, PostHog, Apollo, Brevo

Engineering & Data: Python, FastAPI, SQL, asyncio, FFmpeg, Claude Code agent orchestration, NLP (DistilBERT, GoEmotions, BERTopic), ONNX Runtime, PySpark, Databricks, MongoDB Atlas

PROFESSIONAL EXPERIENCE

Autonomous

Marketing Associate

Remote, Karachi, Pakistan

Sep 2024 – Present

B2B AI and automation agency (autonomoustech.ca). Sole owner of go-to-market content and brand narrative.

- **Growth from Zero:** No organic presence in a crowded B2B AI market and no paid budget to fall back on. Took full ownership of the content product solo: research, script, shoot, edit, publish. Grew LinkedIn to **35K+ impressions**, **1,100+ unique visitors**, and **400+ followers**, and drove **14.5K+ views** on Instagram in 90 days.
- **Systems Building:** Coordinating voice, avatar rendering, B-roll, captioning, and compositing by hand across five disconnected tools was a weekly bottleneck. Architected and built a FastAPI orchestration pipeline replacing that chain end to end, with Airtable ingest, six human-gated review stages, and FFmpeg assembly and export (detailed under Projects).
- **SEO Recovery:** A CMS migration from WordPress to Wagtail left 200+ pages unindexed, putting organic rankings at risk mid-migration. Built a script to scan all site URLs, identify the unindexed ones, and resubmit them to Google Search Console on a schedule, recovering **70+** previously invisible pages.

Lean Outset

Product Associate

Karachi, Pakistan

Dec 2023 – Aug 2024

Product studio building for multiple early-stage startup clients concurrently.

- **Delivery:** Startup clients kept slipping sprint deadlines from unclear scope and ownership. Introduced Agile Scrum ceremonies with a defined Definition of Done and sprint review cadence, which tightened scope discipline and cut slipped deadlines in the sprints that followed.
- **Discovery & UX Research:** Clients reported users dropping off before reaching core value. Mapped end-to-end onboarding journeys in Miro, found the friction points, and fed them into the next iteration cycle to improve first-week retention.

JS Bank

Graduate Trainee, Relationship Manager

Karachi, Pakistan

Jul 2023 – Jul 2024

One of Pakistan's leading commercial banks.

- **Revenue & Retention:** Inherited a flat **PKR 220M** deposit portfolio. Built a calling program and cross-sell framework structured around client cash-flow cycles rather than generic product pushes. That grew the portfolio **12% YOY**, improved retention **35%**, and beat sales targets by **25%** for **PKR 55M** in new revenue.

PROJECTS

Avatar Pipeline: AI Video Production System (Open Source)

2026 – Present

Producing avatar-led video meant manually coordinating voice synthesis, avatar rendering, B-roll sourcing, captioning, and compositing across five disconnected tools, each one a manual handoff. Built a FastAPI application that takes an Airtable-sourced script through the full pipeline, with a human review gate at each of six stages surfaced through a live SSE dashboard.

Picked FastAPI + HTMX over a JS framework because a single-user local tool needs no client-side build step, and FFmpeg `filter_complex` over moviepy for codec-level control. All **6 stages** wired end to end, **36 of 41** tests passing, two regressions and one stale-import break still open. Stack: Python, FastAPI, HTMX, asyncio, FFmpeg/PyAV, ElevenLabs, HeyGen v3, WhisperX, Gemini, Airtable API, pytest

Content Engine: Multi-Agent Content Operations System (Open Source)

2026 – Present

Running research, ideation, scripting, and publishing solo meant switching between five strategic frameworks with no way to ground any of it in real performance data. Built a 12-skill Claude Code agent system covering the full pipeline, including a 5-agent strategy board that runs simultaneously, each agent reading live numbers from Supabase and the Airtable pipeline instead of arguing from generic advice.

12 skills shipped across research, ideation, scripting, publishing, and analysis, plus a **5-agent** board that writes prioritized actions back into the pipeline. Stack: Claude Code Skills/Agents, Airtable API, Supabase, Python, Dropbox API

DevOps Performance & Financial Audit

2025

A software agency had incident data, deployment logs, and project financials in separate systems with no unified view of which projects were bleeding budget. Designed an 8-collection Lakehouse schema and PySpark ETL pipeline to join across all three domains.

Surfaced a **66.67% change failure rate**, **113-min avg recovery time**, and one project consuming **3.5×** the average budget (\$10,623 vs. ~\$3K), which directly supported a recommended feature freeze. Stack: MongoDB Atlas · Databricks · PySpark SQL

EDUCATION

KSBL (Karachi School for Business & Leadership)

Master of Science in Business Analytics (MSBA)

Karachi, Pakistan

Sep 2024 – Present

Capstone: Sentiment intelligence dashboard for B2B marketing agencies, ingesting Reddit API, G2/Capterra scrapers, and CSV exports to surface product gaps via multi-model NLP classification. Used GoEmotions 27-category classification over binary polarity because frustration and disappointment signal different product actions. **80% classification accuracy** at **0.35s** inference latency on DistilBERT via ONNX.

Key Coursework: Machine Learning, NLP, Data Engineering, Business Intelligence, PySpark

SZABIST, Karachi

Bachelor of Business Administration (BBA), Marketing, GPA 3.4

Karachi, Pakistan

Jun 2023