

Musaab Javed

AI Integrations Engineer | Marketing & GTM Automation | RAG Systems | Lead Intelligence
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Riyadh, Saudi Arabia (GMT+3) — available for full US and EU business-hours overlap

SUMMARY

AI integrations engineer with 2+ years building production automation for marketing, sales and campaign operations, on top of 2 years of full-stack client delivery. Cut manual workflows by 60–70% and saved clients 100–300 hours/month, shipping end-to-end systems across lead generation, CRM sync, content automation and KPI reporting. Deep in n8n, LangChain, RAG pipelines and LLM-powered marketing applications.

EXPERIENCE

Independent AI Automation Consultant

Aug 2026 – Present

Retained client book from Tkrupt

Remote — EU / US clients

- **Excelr8 (GTM automation platform)**: built lead import, enrichment, campaign setup, CRM sync and KPI reporting into one dashboard, cutting campaign launch from hours to minutes across 4–8 campaigns/month
- **Excelr8**: engineered LinkedIn Post Radar to surface warm leads from real engagement signals; HubSpot sync removed 14–30 hrs/month of manual CRM entry; AI newsletter pipeline saved a further 10–36 hrs/month; KPI dashboard tracks 500–2,000 leads/month with zero manual report-building
- **Zippit (Dutch DTC health brand, 80,000+ customers)**: built an automated content factory producing 2+ bilingual SEO articles daily, replacing a \$1K/month agency with \$50–100/month in API costs (10–20x reduction); organic traffic compounding 15–30% month-over-month behind a single human review checkpoint, with E-E-A-T quality engineered via Perplexity citations and Pinecone RAG
- **Zippit**: designed bilingual Dutch/English architecture on Shopify via the GraphQL Translations API — one canonical URL, two languages, no duplicate-page penalties, doubling indexed surface; approach transfers directly to Arabic/English localization

AI Integrations Engineer

Apr 2025 – Aug 2026

Tkrupt

Lahore, Pakistan

- Architected agent-based automation for outbound sales ops — multi-stage lead sourcing, qualification, enrichment and follow-up across 5+ clients, cutting labour costs by \$15K/year
- Engineered prospecting automation with Clay and Apollo, reducing manual effort 70% and enabling 3x outreach scale; event-driven n8n workflows cut failure rates 60%
- Built production RAG pipelines over 5,000+ documents, reducing analyst review cycles 50%; introduced a modular MCP-style agent layer cutting integration time 40%; led a team of 3 engineers

AI Engineer

Jul 2024 – Mar 2025

Zaltech AI

Lahore, Pakistan

- Architected a multi-hierarchical RAG chatbot for Busoga University — 1,000+ students, 50+ concurrent users, sub-5s responses across academic policy, course content and admin FAQs
- Fine-tuned Llama 3.1 (Unsloth) for domain tasks, +40% accuracy; optimised PostgreSQL schemas for NLP workloads, cutting query times 55%; built evaluation and monitoring pipelines for reliable deployments

Freelance Full-Stack Developer

Feb 2022 – Aug 2024

Fiverr

Remote

- 2.5 years of client delivery in JavaScript, REST APIs, MySQL, PHP and WordPress/Elementor

VENTURE

Co-Founder — Whisper Frames

May 2024 – Present

Deep-learning image steganography for digital rights protection and content-ownership verification. Exhibited at GISEC Global 2025, Dubai World Trade Centre; runner-up, Zindigi Prize 2024 Islamabad Regionals against 85+ startups; selected for National Incubation Center Lahore, Cohort 3.

TECHNICAL SKILLS

Languages: Python, JavaScript, SQL

AI / ML: LangChain, LangGraph, LlamaIndex, PyTorch, Letta, Ollama, Unsloth, vLLM

Data & Vector Stores: PostgreSQL, Pinecone, Weaviate, Qdrant, Supabase, Firebase, Airtable

Automation & CRM: n8n, Zapier, HubSpot, GoHighLevel

Enrichment & APIs: Clay, Apollo, Apify, Perplexity, HeyGen, OpenAI, Shopify, Slack, Twilio, Unipile

Infrastructure: AWS, GCP, DigitalOcean, Docker, Git, Cursor, Claude Code

EDUCATION & CERTIFICATIONS

BS Computer Science — Pakistan Institute of Engineering & Applied Sciences (PIEAS), 2020–2024

Certifications: ISC2 Certified in Cybersecurity (CC); LangChain for LLM Application Development (DeepLearning.AI)