

MUHAMMAD ASAD

AI Implementation & Growth Operator · Business Growth · Marketing

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PROFESSIONAL SUMMARY

AI implementation and growth operator. I use AI to run the work that normally takes a whole team: marketing, growth, brand, content, SEO/GEO, and the web behind it, shipped end to end. The judgment is the job: knowing what to build, catching what the tools get wrong, and actually moving a business, not just advising it. I operate **agentic AI** as my execution layer, which is how one person covers that range without dropping quality. AI implementation operator, **not** an ML engineer: I deploy and orchestrate AI, I do not train models. The direction is business itself; first product already shipped: **mcpcall**, my own AI-native SaaS, live in free beta on npm.

EXPERIENCE

Cognilium AI: AI Implementation & Growth

Full-time · On-site · Lahore · Jan 2026 - Present

Role arc: AI Content & Social → Growth & Strategy → AI Implementation & Growth Operator. Across the company and its products, Paralegent AI and Build Buy Software.

- **Marketing & growth:** run content, social channels, LinkedIn outreach, and cold-to-customer funnels (prospecting in Clay, messaging, connection journeys), plus the brand, for Cognilium and Paralegent.
- **AI implementation:** operate agentic AI end to end as the team's execution layer; authored custom agent skills and a persistent memory system that enforces brand, voice, and SEO rules on every change.
- **Growth engineering (web + SEO/GEO):** own the SEO/GEO/AEO and News-SEO stack across the sites (Search Console, Indexing / Bing / IndexNow APIs, schema, sitemaps, ranking automation) and the content engine (news + blog on Sanity CMS), with a one-webhook workflow that auto-syndicates every post across platforms.
- **Paralegent AI (product):** own the go-to-market surface, brand system, marketing-site growth, SEO/GEO infrastructure, and the LinkedIn growth funnel.
- **Build Buy Software (product):** a legal-tech directory built as a top-of-funnel traffic engine for Paralegent; I built the data model and the directory-to-Paralegent funnel logic. (*Team project; my part is the engineering and database.*)

SELECTED PROJECTS

mcpcall: AI-native SaaS + MCP server MY PRODUCT · SOLO

Keeps a consultant's private AI-context library out of every client repo: 10 MCP tools over stdio, sha256-keyed conflict-safe sync, shipped on npm (@asad120414/mcpcall), live free beta. The insight: hides files via `.git/info/exclude` (per-repo, never committed) instead of `.gitignore`, so nothing leaks to the client.

Cognilium AI website: company site + SEO/GEO growth engine

My owned areas (team build): the SEO/GEO/AEO + News-SEO engine, the content engine (clustered blog + tech-news newsroom), cross-platform auto-mirroring (one publish syndicates to six channels), and the Strapi to Sanity + SendGrid to Resend migrations.

Paralegent.ai: full rebrand + production SEO/GEO infrastructure

Full brand system rebuilt on live **main** with zero downtime, 5 ICP industry pages, a schema.org DefinedTermSet glossary pillar for the #1 blue-ocean keyword, ~346 commits in a 20-day window.

SEO / GEO / AEO automation stack

34 scripts on every push (audits, freshness pipeline, search-engine APIs). Diagnosed 19 of 46 pages silently un-indexed and ran a 3-layer recovery; 8 schema.org types live (industry baseline is 2 to 3).

Build Buy Software: directory engineering + competitive scrape

Second Next.js app stood up in parallel, brand-isolated: the data model and BBS-Score schema, plus a Python competitive-intelligence scrape (reverse-engineered 51 API endpoints, normalized 1,610 companies across 4 platforms with SHA256 evidence).

SKILLS

AI Implementation & Agentic: agentic AI end to end; custom agent skills as runtime contracts; auto-memory architecture; multi-agent orchestration across leading AI coding agents (Cursor, Codex, Gemini). Operator, not ML engineer.

Marketing & Growth: content + social management; LinkedIn outreach and cold-to-customer funnels; buyer personas (GC / CFO / CIO / CPO / Legal-Ops); prospecting in Clay; conversion psychology; brand kit and social assets.

SEO / GEO / AEO: JSON-LD schema incl. the rare DefinedTermSet; IndexNow (5 engines), Bing Webmaster, GSC + Google Indexing APIs; GA4 + Web Vitals; News-SEO (Google News carousel); GEO levers from Princeton research; indexing-failure diagnostics and recovery.

Web & Build (the execution muscle): Next.js 15, React 19, TypeScript, Tailwind, Framer Motion; Python (scraping at scale, API reverse-engineering); Sanity / Strapi CMS, Resend; Prisma + Postgres; Vercel; MCP server engineering + npm publishing.

Business & Strategy: competitive framing from traffic data; synthetic-traffic detection; whitespace validation under strict shape tests; phased execution planning; gap-analysis writing.

AI Media: AI marketing / UGC video, voice cloning, AI image generation, script-to-video. Veo-3, Sora, Runway, ElevenLabs, Midjourney, CapCut, Premiere.

EDUCATION

University of the People: BS Business Administration (online, US-accredited), from Jun 2026.

Matric, Science: BISE Lahore, 2023. 84.5% (A+).

Intermediate, ICS (Maths, CS, Physics): Punjab Group of Colleges, 2025. Computer Science 90.5% (A+).

Self-taught in AI: turned ~3 months of independent study into a job at an enterprise-AI firm.

CERTIFICATIONS & DIRECTION

Certifications: Digital Marketing Pro (AMA + DMI, 2025); Generative AI Content Creation (Adobe, 2025); AI for Everyone (DeepLearning.AI, 2025); LinkedIn marketing track.

Direction: building at the AI-implementation + growth + business intersection, toward founding and scaling my own company at a serious level. The founder track is already in motion: mopcall is the first shipped product.