

AZRA JABEEN

PRODUCT OWNER | AI AUTOMATION | DIGITAL PRODUCT STRATEGY

Remote | India | Phone: 9444686297 | Email: cideas2015@gmail.com

PROFESSIONAL SUMMARY

Product-focused professional with a background in Electronics & Communication Engineering, digital products, content strategy, SEO, analytics, customer coordination, and AI automation.

Hands-on experience developing independent digital projects from concept through deployment, including niche websites, Pinterest growth initiatives, an AI-focused digital content platform, and a Python-based AI content automation agent.

Experience in market and competitor research, product objectives, website structure, user journeys, KPI tracking, content optimization, workflow automation, and performance analysis. Authored or contributed to 2,000+ articles and content pieces across technology, healthcare, e-commerce, education, and other domains.

Hands-on with Python, Ollama, Qwen, ChatGPT, Google Gemini, Microsoft Copilot, WordPress, Google Analytics, SEMrush, Ahrefs, Canva, and Photoshop.

Seeking remote opportunities in Product Ownership, Associate Product Management, Product Operations, AI Product Operations, AI Automation, and Digital Product roles.

CORE SKILLS

Product: Product Vision | Product Lifecycle | Requirements Understanding | Feature Planning | Roadmap Planning | Market Research | Competitor Analysis | User-Centered Thinking | User Journeys | Product Validation | KPI Tracking | Stakeholder Communication | Workflow Optimization

Analytics & Growth: Google Analytics | Traffic & Engagement Analysis | CTR | Conversion Analysis | Keyword Research | Search Intent | On-Page SEO | Content Performance | Pinterest Analytics | SEMrush | Ahrefs

AI & Automation: Python | Ollama | Qwen | Local LLMs | AI Agents | Prompt Engineering | AI Workflow Automation

Digital: WordPress | Canva | Adobe Photoshop | CMS Management | Content Strategy | Editing | Proofreading | Basic SQL

INDEPENDENT PRODUCT PROJECTS

TRENDYFINDS & NOVAMARKET

Independent Digital Product Projects | 2025 – Present

- Designed and launched two niche websites from concept through deployment.
- Defined target audiences, website objectives, product structure, categories, navigation, and content strategy.
- Conducted market and competitor research and identified content and product opportunities.
- Monitored traffic, engagement, CTR, and conversion-related metrics and evaluated early performance.
- Applied SEO, content optimization, and AI-assisted workflows to improve discoverability and production efficiency.

PINTEREST CONTENT & GROWTH PROJECT

Independent Digital Growth Project

- Developed a Pinterest content and distribution strategy focused on audience discovery and engagement.
- Researched keywords and optimized titles, descriptions, and visual content.
- Monitored impressions, engagements, saves, audience growth, and outbound clicks.
- Used performance data and experimentation to improve content topics, formats, and publishing decisions.

AI CONTENT AUTOMATION AGENT

Personal Technical Project | Python | Ollama | Qwen

- Built a personal AI content automation agent using Python and local Qwen models through Ollama.
- Designed workflows for article generation based on user-defined requirements.
- Implemented automated word-count validation, repeated-sentence detection, content checking, and correction workflows.
- Integrated Python with a locally hosted AI model API and automated content saving and organization.
- Applied prompt engineering, local LLM integration, validation logic, and workflow automation.

Technologies: Python | Ollama | Qwen | Requests | BeautifulSoup | Local LLM

AI HUSTLE HUB

Personal Digital AI & Content Project

- Developed an AI-focused digital content project covering AI tools, productivity, blogging, and digital growth.
- Created AI-assisted articles, resources, and educational content.
- Developed repeatable workflows for research, ideation, drafting, editing, and content optimization.
- Combined Generative AI with WordPress, Canva, and Pinterest workflows.

PROFESSIONAL EXPERIENCE

TECHNICAL CONTENT WRITER

Stone Age Technologies | Nov 2022 – Jan 2024

- Created SEO-focused articles, web pages, and digital content across multiple subject areas.
- Conducted keyword research, competitor analysis, and search-intent research to identify content opportunities.
- Developed, edited, and optimized content for clarity, accuracy, readability, and audience requirements.
- Supported content projects for domestic and international clients while managing structured requirements and deadlines.
- Used digital and AI-assisted tools to improve research and content-production workflows.

INDEPENDENT CONTENT WRITER

Jun 2019 – 2022

- Produced blogs, e-books, product descriptions, web content, and SEO-focused articles for multiple industries.
- Conducted keyword research and competitor analysis and optimized content for search intent and audience needs.
- Managed multiple assignments, deadlines, editing, proofreading, and quality checks independently.
- Authored or contributed to 2,000+ articles and content pieces across multiple projects.

TECHNICAL SALES COORDINATOR

Akas Technologies | May 2010 – Apr 2012

- Coordinated customer communication and product-related requirements in a medical-equipment environment.
- Supported product demonstrations, customer discussions, quotations, proposals, and sales documentation.
- Coordinated activities between customers and internal teams and supported institutional sales processes.
- Contributed to an institutional project involving approximately ₹20 lakh in business value.

Transferable Skills: Requirements Gathering | Customer Understanding | Communication | Coordination | Commercial Awareness

EDUCATION

BACHELOR OF ENGINEERING — ELECTRONICS & COMMUNICATION ENGINEERING

B.E. — ECE | 2007

CERTIFICATIONS & ADDITIONAL TRAINING

Data Analytics | Project Management | New Product Development | Cloud Computing | Business Communication | Corporate Etiquette | Mainframe — NIIT | Linux — NIIT | C | C++ | Basic SQL | Basic DB2