

MUHAMMAD OSAMA SOHAIL

Marketing Associate | Business Analytics | B2B Growth & Attribution

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PROFESSIONAL SUMMARY

Marketing and analytics professional at the intersection of B2B content, data infrastructure, and growth operations. Currently at an AI automation agency running campaigns end-to-end — from server-side tracking scopes to LinkedIn content — while finishing an MSBA with a capstone in AI-powered sentiment analysis. Prior experience spans relationship banking (PKR 220M portfolio), product delivery (95% on-time Agile sprints), and corporate communications at a multinational.

CORE COMPETENCIES

Marketing & Growth: B2B content strategy, LinkedIn & Instagram, Meta CAPI, server-side tracking, attribution modeling, copywriting, influencer outreach, prompt engineering

Data & Engineering: Python, NLP, PySpark, MongoDB Atlas, Databricks, Streamlit, Google Analytics, PostHog

Tools & Operations: RudderStack, Apollo, Brevo, Miro, Canva, Google Apps Script, Playwright, Selenium, Agile/Scrum, CRM management

PROFESSIONAL EXPERIENCE

Autonomous

Karachi, Pakistan (Remote)

Marketing Associate

Sep 2024 – Present

B2B AI and automation agency (autonomoustech.ca)

- **Content Growth:** Grew LinkedIn to **35K+ impressions**, **1,100+ unique visitors**, and **400+ followers**; drove **14.5K+ views** and **780+ interactions** on Instagram in 90 days as sole content creator.
- **Campaign Execution:** Led Meta CAPI campaign end-to-end: landing page, audit offer, pixel comparison infographic, and carousel series.
- **Tracking Architecture:** Scoped server-side tracking implementation (RudderStack, PostHog, Meta CAPI) for B2B client Silver Mirror; structured phased pricing against a competing agency.
- **Product Positioning:** Developed sales positioning for the Autonomous Intelligence Suite — **5 audit products** across performance, intent, attribution, conversion, and copy.
- **Data Operations:** Cleaned and segmented **3,400+ Apollo contacts** for Brevo CRM migration.
- **AI Tooling:** Built AI writing humanizer (**46 patterns**) and caption writer system with pre-loaded brand profiles.

Lean Outset

Karachi, Pakistan

Product Associate

Dec 2023 – Aug 2024

Product studio focused on early-stage startup builds.

- **Delivery:** Led Agile Scrum delivery with a **95% on-time rate** across multiple sprints.
- **UX Research:** Mapped customer onboarding journeys in Miro to identify friction points and improve early-stage UX.
- **Strategy:** Built product audit plan and partnership strategy to support growth targets.
- **People Ops:** Co-built structured internship program; standardized onboarding reduced ramp time by **30%**.

JS Bank

Karachi, Pakistan

Graduate Trainee, Relationship Manager

Jul 2023 – Jul 2024

One of Pakistan's leading commercial banks.

- **Portfolio Management:** Managed a **PKR 220M** deposit portfolio, achieving **12% YOY growth**.
- **Revenue Growth:** Exceeded sales targets YTD by **25%**, adding **PKR 55M** in new revenue.
- **Retention:** Increased client retention by **35%** through structured calling programs.
- **Cross-Sell:** Identified new business opportunities, enhancing revenue streams by **18%**.

Indus Motor Company

Karachi, Pakistan

Corporate Communications, Media & CSR Intern

Jul 2022 – Aug 2022

Toyota's manufacturing and distribution partner in Pakistan.

- **Sponsorships:** Orchestrated a **PKR 3.8M sponsorship** for an international championship event.
- **Reporting:** Contributed to IMC's Annual and Sustainability Reports; shaped the Road Safety initiative with research inputs.
- **Sustainability:** Developed factory waste reduction strategy targeting **25% reduction** by 2025.

Linkstar

Karachi, Pakistan

Business Development & Operations Intern

Dec 2021 – May 2022

Creator economy platform connecting influencers with brands.

- **User Acquisition:** Acquired **75+ user profiles**, converting prospects into active platform users.
- **Campaigns:** Executed a **PKR 200,000 influencer marketing campaign**.
- **CRM & Growth:** Managed CRM of **1,000+ users**; improved app functionality by **15%** through product testing; achieved **25% market growth** through targeted partnerships.

PROJECTS

AI-Based Customer Sentiment Analysis Tool

2025 – Present

Open-source B2B sentiment dashboard ingesting Reddit API, G2/Capterra scrapers, and CSV exports. Achieved **80% classification accuracy** and **0.35s inference latency**. Deployed DistilBERT, GoEmotions (27-category), and Twitter-RoBERTa via ONNX; added aspect-based sentiment, competitor share-of-voice, and LLM ad copy generation.

Tech Stack: Python, Streamlit, ONNX Runtime, DistilBERT, BERTopic, Selenium, NLP

E-Commerce ETL Data Infrastructure

2025

Architected end-to-end ETL pipeline extracting **100K+ records** via MongoDB Atlas, transformed using PySpark in Databricks into business intelligence dashboards.

Tech Stack: Python, MongoDB Atlas, PySpark, Databricks

DevOps Performance & Financial Audit

2025

Designed 8-collection Lakehouse schema and ETL pipeline; surfaced **66.67% change failure rate** and **113-min avg recovery time**. Flagged one project consuming **3.5× avg budget** (\$10,623 vs. ~\$3K); recommended feature freeze.

Tech Stack: MongoDB Atlas, Databricks, PySpark SQL

EDUCATION & ACADEMIC RESEARCH

KSBL (Karachi School for Business & Leadership)

Karachi, Pakistan

Master of Science in Business Analytics (MSBA)

Sep 2024 – Present

Capstone: AI-powered sentiment analysis tool for B2B marketing agencies — ingesting multi-source feedback at scale to surface product and messaging gaps.

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

SZABIST, Karachi

Karachi, Pakistan

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

Jun 2023

Key Coursework: Marketing Management, Consumer Behavior, Brand Management, Digital Marketing, Business Statistics, Research Methods