

ATIF MANZOOR

AI Builder & Product Manager

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Summary

Commercial operator turned AI builder. **Five years leading product launches across Amazon UK and US markets — £100k+ revenue generated, 3 full-cycle launches executed end to end.** Now architecting and shipping AI systems from brief to production with no hand-offs. Most product builders have never run a commercial operation. Most operators have never shipped software. I do both.

Experience

Product Lead & AI Builder · Independent 2019 — Present

AI Systems & Product Build

- Architected and shipped multiple production AI systems across knowledge management, creator intelligence, market validation, and agricultural operations
- **Content OS:** Built a privacy-first AI knowledge system integrating cross-provider LLMs to unify research, writing, and content workflows into a single workspace
- **Hitch:** Engineered a 4-stage YouTube comment analysis pipeline delivering prioritized content fixes and retention scores in under 30 seconds
- **Sift:** Developed a pre-build market validation platform using proprietary gap analysis to surface blue-ocean opportunities with quantified Opportunity Scores
- Designed and shipped client web products across the UK, US, Saudi Arabia, and New Zealand — e-commerce stores, wholesale portals, and operational platforms
- Grew a niche content site to **30,000 monthly organic readers through SEO** architecture and long-form content strategy

Amazon GTM & Operations

- Led end-to-end GTM for 3 physical product lines in the UK and US Amazon markets, generating £100k+ in client revenue across full-cycle launches
- Identified high-ROI market gaps through competitive data mining; managed full product lifecycle from concept to revenue-generating asset three times over
- Managed global supply chain with Chinese manufacturers — price negotiation, prototype QA, and large-scale inventory inspections
- Directed Amazon listing creation, PPC strategy, and launch execution to drive initial ranking velocity and organic growth
- Maintained 99% in-stock rates across international warehouses through demand forecasting and freight coordination

Agentic Orchestration

Primary: Claude · Claude Code — system design, full-stack build, deployment pipeline

Supporting: Gemini · ChatGPT · OpenCode — research, iteration, review

Domains: AI Product Management · GTM Strategy · Supply Chain Operations · SEO · E-Commerce

Certifications

IBM Certified AI Product Manager · Prompt Engineering, Vanderbilt University · Google AI Essentials