

GULRAIZ HASSAN

AI Content Creator | AI Automation Specialist | Web Developer | Brand Builder

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PROFESSIONAL SUMMARY

AI content creator, automation specialist and front-end developer who takes brands from logo to first buyer end to end. One year of paid client work producing AI video ads, trailers, VSLs and social creative on the current generative stack (Seedance 2.0, Sora, Kling, Higgsfield, ImagineArt, OpenArt), finished to publish standard in Adobe Premiere Pro. Designs, codes and deploys commercial React websites, with three client builds shipped live in 2026 covering booking, e-commerce and membership flows, then builds the automation layer behind each brand: lead capture, CRM pipelines, AI chat and voice agents and follow-up sequences in GoHighLevel, Make, n8n and Zapier. Backed by 2.5 years of data analysis, packaging design and supply chain execution at Interloop Limited, one of Pakistan's largest export manufacturers, in a zero-defect environment where a single labelling error rejects a shipment. Certified in Prompt Engineering and Agentic AI (Vanderbilt University) and Google Data Analytics. Open to remote work worldwide.

CORE SKILLS AND TECHNICAL STACK

AI Content Production: AI video ads, text-to-video, image-to-video, text-to-image, prompt engineering, prompt libraries, reference-image pipelines, character consistency and character locks, lip sync, trailers, VSLs, short-form reels, hooks and scripts, direct-response creative, model benchmarking

Generative AI Tools: Seedance 2.0 (primary), Sora, Kling, Higgsfield, ImagineArt, OpenArt, Google Veo and Gemini, Midjourney, ElevenLabs, ChatGPT and custom GPTs, Claude, Perplexity

Editing and Design: Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Figma, Canva, CapCut; assembly, trims, pacing, sound sync, colour and platform-specific export

Web Development: React.js, JavaScript, TypeScript, HTML5, CSS3, Tailwind CSS, Next.js, Node.js, Vite, Python, Git and GitHub, Netlify and Vercel deployment, WordPress, Shopify, Stripe, Supabase, Firebase, Cloudflare, responsive front-end development, landing pages, booking systems, e-commerce, membership flows, on-page SEO

AI Automation: GoHighLevel, Make, n8n, Zapier, Airtable, Notion, Slack, WhatsApp Business API, Telegram bots, Twilio; workflow and CRM automation, AI chatbots, AI voice agents, lead capture funnels, email and SMS sequences, agentic AI workflows, API integrations, SOPs and documentation

Brand and Creative: brand identity, logo and visual system design, packaging and label design, art direction, campaign creative, social content systems

Data, Reporting and Growth: Advanced Excel, Power BI, ERP and SAP reporting, dashboards, KPI reporting, Google Sheets, MySQL, Google Analytics 4, Google Tag Manager, Google Ads, Meta Ads, TikTok Ads, HubSpot

Professional: client communication, requirement gathering, scoping and quoting, project ownership, deadline delivery, quality assurance, cross-team coordination

Languages: English (professional), Urdu (native), Punjabi (native)

PROFESSIONAL EXPERIENCE

Founder and AI Content Producer - Knoxa (Independent AI Content and Automation Studio)

Faisalabad, Pakistan | January 2025 - Present (full-time since November 2025; founded while completing tenure at Interloop)

- Produce AI video and image content for commercial clients across ads, reels, trailers and photoshoot-style visuals using Seedance 2.0, Sora, Kling, Higgsfield, ImagineArt and OpenArt.
- Built the generation workflows and prompt libraries every project runs on, including reference-image pipelines and character locks that keep subjects identical across outputs.
- Designed, coded and shipped three commercial websites live in 2026 end to end - AI-generated brand visuals plus full front-end development and deployment: Zion Spa (six-step booking flow, memberships, gift cards, online shop, loyalty dashboard), Nova Dental (appointments, patient FAQ, SEO) and Iron Flex (class timetable, membership tiers, challenge sign-up).
- Verify live client work: [Zion Spa](#) [Nova Dental](#) [Iron Flex](#)
- Build the automation layer for client brands: lead capture, CRM pipelines, AI chat and voice agents and automated follow-up sequences in GoHighLevel.
- Test new AI models on release day, benchmarking quality, speed and cost per usable output to select the right tool for each brief, and iterate prompts to convert failed generations into edit-ready assets.
- Finish every deliverable in Adobe Premiere Pro so creative arrives publish-ready, and own the full client relationship from scoping and pricing to revisions and delivery.

Freelance AI Content Producer - BeastBorne and Fidelity (gaming, anime and tech client)

Remote | Freelance (part-time, alongside full-time employment) | 2024 - 2025 (12 months)

- Delivered a full year of AI-generated video content for a paying international client, including trailers, VSLs, social ads and character and world visuals, from brainstorm and script to publish.
- Applied reference images, character consistency techniques and lip sync to keep recurring characters identical across episodes and campaigns.
- Wrote all scripts and hooks, then iterated using performance data covering scroll-stopping opens, retention and direct-response structure.
- Built a repeatable AI video pipeline for app.beastborne.com - script, generation with locked characters, lip sync, Premiere Pro finish, platform export.

Data Analyst, Packaging Sticker Designer and Supply Chain Execution - Interloop Limited

Faisalabad, Pakistan | July 2023 - October 2025

- Analysed large operational datasets and built recurring reporting in Advanced Excel and the company ERP system, used by management for production and dispatch decisions.
- Owned packaging label accuracy, barcode integrity and export compliance across international customer orders in a zero-defect environment where a single error causes shipment rejection.
- Designed and produced packaging artwork at scale, balancing visual quality and brand consistency with strict commercial and export standards.
- Coordinated material flow, order verification and dispatch tracking between production, warehouse and logistics teams while absorbing the workload of multiple roles.

CERTIFICATIONS

- Prompt Engineering - Specialization, Vanderbilt University, 2025 [Verify](#)
- Agentic AI and AI Agents for Leaders - Specialization, Vanderbilt University, 2026 [Verify](#)
- Google Data Analytics - Professional Certificate, Google, 2025 [Verify](#)
- Google Digital Marketing and E-commerce - Professional Certificate, Google

EDUCATION

Riphah International University, Faisalabad, Pakistan - BS Artificial Intelligence, coursework completed 2024