Erkin Mukhamedov

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Education

- M.S. in Computer Science from Sofia University, Palo Alto, CA (GPA 4.0) — Status - Enrolled
- B.S. in Business Administration, Marketing from Auburn University (GPA 3.95) — Status - Graduated

Work History

AI Creative Engineer at Call2Action — *December 2025 to Present*

- Designed and built an enterprise-grade internal AI platform with custom agents for marketing operations, including ad creative generation, landing page generation and hosting, lead sourcing, lead pipeline optimization, and budget reporting, supporting lead-generation marketing for 30+ enterprise clients concurrently.
- Built an AI agent that turns a client brief into finished Meta and TikTok video ads, orchestrating video, image, and voice models (Seedance, Kling, ElevenLabs) for casting, prompts, renders, subtitles, and music, delivering 1,508 video ads for 53 clients.
- Built generation workflows that chain prompt, image, video, voice, and QA models, with reference casting, pronunciation checks, and vision-based quality checks, to produce the best-quality output.
- Analyzed $122k of Meta ad spend across 660 ads and 14,330 leads at an $8.54 cost per lead, traced winning ads back to their creative inputs, and set the agent's default creative direction from the best performers.
- Built landing page infrastructure with full-funnel conversion tracking, delivering leads to the CRM, Meta Conversions API, and TikTok Events with UTM and click-ID source attribution.
- Built lead scoring and routing using classifier models that qualify inbound and sourced leads against client criteria and hand them to sales with ownership, stages, and follow-ups.
- Built an intent-based prospecting system over 12,000 target companies, combining fit scoring with hiring signals from job posts, LinkedIn, and careers pages to prioritize outbound sales.
- Automated revenue reporting using Python and SQL with a Stripe-to-Meta budget ledger, daily Google Sheets dashboards, and low-balance alerts.
- Ran A/B tests and creative defect analysis to improve agent output quality and reduce spend on re-renders, making routine agent lookups 2x faster and 3x cheaper.
- Before the platform, developed individual AI agents for team members on the open-source Hermes framework for ad creatives, landing pages, social content, and reporting.

Digital Marketing Intern at Silkroad Innovation Hub, Palo Alto, CA — *May 2024 to August 2025*

- Created and managed social media campaigns that grew the subscriber base by 29%, and supported events featuring Silicon Valley founders and angel investors.
- Contributed to the launch of the Silkroad Angels Club, connecting Central Eurasian angel investors with Silicon Valley startups.

Marketing Associate at Shorelight Education, Auburn, AL — *May 2023 to May 2025*

- Produced and edited social video that grew Instagram subscribers by 30%, and built a recruiting campaign for students from CIS countries with the recruiting team.

Projects

Fine-tuned LLM for video ad prompt composition — *2026*

- Fine-tuned Qwen3.8-27B with LoRA and QLoRA in Unsloth to generate production-ready video ad prompts from client briefs, using production render history, public Hugging Face datasets, and synthetic examples from larger LLMs.
- Set up the evaluation pipeline first with held-out clients and blind LLM-judge comparisons, and served the model with vLLM in the cloud and Ollama locally.

Founder at SAKE - AI support for international students — *September 2024 to July 2025*

- Led product, marketing, and sales for an AI platform that helps universities support international students, pitched investors, and won admission to a leading Alabama startup accelerator.

Skills

- **Marketing:** demand generation, performance marketing (Meta, TikTok, Google, LinkedIn Ads), lifecycle and nurture automation, ABM, lead scoring and routing, marketing attribution, conversion tracking (Meta CAPI, TikTok Events), CRM workflows (HubSpot, Salesforce), A/B testing, landing page optimization
- **AI and agents:** agent harnesses (Pi, Hermes), LangChain, LangGraph, MCP, tool use, multi-agent workflows, evals, prompt engineering, Claude Code, Cursor, n8n
- **Data and engineering:** Python, SQL, TypeScript, APIs and webhooks, Cloudflare, AWS, GCP, Supabase, Stripe and Google Sheets APIs
- **Creative tools:** AI video and image (Seedance, Kling, Veo, Higgsfield, GPT Image, fal.ai), AI voice and music (ElevenLabs, Suno), Remotion, Adobe Premiere Pro, Photoshop, Figma, CapCut, Canva