Magsud Jafarov

Product Management & Development

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Professional Summary

Product development professional with experience translating customer needs into requirements, user journeys, implementation tasks, and delivered web and AI products. Current work includes GolemWorkers and independent product delivery; selected products include Pulsuz CV Yarat and VoxTowns. Connects marketing and engineering through acquisition, customer journey analytics, and hands-on delivery. Previous digital marketing leadership adds team management, media budgeting, stakeholder coordination, and commercial context to product decisions.

Core Skills

Product Management & Development: Product Strategy, Customer Requirements, Feature Prioritization, User Experience, Cross-functional Delivery, Product Analytics, AI & Automation

Marketing Leadership: Marketing Strategy, Team Management, Campaign Planning, Brand Management, Client & Stakeholder Management

Technical Product Delivery: Next.js, React, TypeScript, Python, Django, REST APIs, Claude Code, OpenAI Codex

Budgets & Measurement: Annual Media Planning, Budget Allocation, Budget Optimization, KPI Monitoring, Google Analytics, BI Dashboards, Customer Journey Analysis

Performance Marketing: Google Ads, Meta Ads, Media Buying, PPC, Social Media Marketing, Affiliate & CPA Marketing

Languages: Azerbaijani, English, Russian

Professional Experience

AI Product Engineer

GolemWorkers | Wyoming, USA | 02/2026-present

- Design and ship agent workflows, automation logic, and platform features for dedicated OpenClaw-based remote AI agents.
- Translate customer requirements into agent architecture, implementation tasks, technical documentation, and product improvements.

Full-Stack Developer / AI Engineer

Freelance | 08/01/25-present

- Translate client needs into product structure, user journeys, implementation tasks, and delivered web applications.
- Build and release products with Next.js, React, TypeScript, Python, Django, CMS integrations, and REST APIs.
- Own deployment and ongoing technical delivery across Vercel, Cloudflare, Render, and DigitalOcean.

Marketing Leadership Experience

Head of Digital Marketing | vibe&wave (ex Havas Media Azerbaijan) | Baku, Azerbaijan | 07/01/24-08/01/25

Head of Digital Marketing | Reel Agency | Baku, Azerbaijan | 02/2023-08/2023

General Manager | Plus Agency | Baku, Azerbaijan | 08/2023-12/2023

Head of Digital Marketing | Ambercore Software LTD | Dubai, UAE | 09/2022-03/2023

Digital Marketing Manager | Rookie | Baku, Azerbaijan | 2021-2022

Selected Products

Pulsuz CV Yarat | pulsuzcvyarat.xyz

- Defined the product concept, template structure, and user journey for a free Azerbaijani CV builder; delivered six ATS-oriented templates, visual editing, optional AI suggestions, and PDF export.
- Designed a low-friction onboarding experience with no registration or payment, and made AI suggestions optional and consent-based.

VoxTowns | voxtowns.com

- Developed the product concept, interaction design, and browser delivery for a Baku and Absheron city exploration experience with skyline circuits and free flight.
- Integrated city signals, places, weather, and community layers into the experience, with clear labeling for simulated data.

Education

Studies in Game Design and Development - degree not completed
Hanze University (Groningen, Netherlands) | 2016-2019

Studies in European Law - degree not completed
University of Law (London, United Kingdom) | 2015-2016

Secondary Education
Baku High School No. 23 | Graduated 2015

Certifications and Training

Google Analytics Individual Qualification | Google | Issued May 2022

Google Ads Search Certification | Google | Issued Jul 2022

Google Ads Display Certification | Google | Issued Jul 2022

HubSpot Digital Marketing | HubSpot Academy | Issued Jul 2022

freeCodeCamp Python | freeCodeCamp | Issued Mar 2026

Cisco Linux Unhatched | Cisco | Issued Mar 2026

LFS180: Introduction to DevSecOps for Managers | The Linux Foundation | Issued Mar 2026