

Kamal Salisu

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PROFESSIONAL SUMMARY

Senior software engineer moving into product management, with 6+ years at a YC-backed startup. Sole engineer on a new business line that grew into the company's largest, and builder of AI products that replaced outsourced manual work. Works directly with founders, operations, and end users to decide what to build and see it through rollout. MS in AI candidate at UT Austin.

PROFESSIONAL EXPERIENCE

Makrwatch

Senior Software Engineer

Software Engineer

Remote, United States

Jun 2025 – Present

Jul 2020 – Jun 2025

YC-backed company connecting brands with content creators.

- Sole engineer on Talent Agency, a new creator talent management business line, working with one PM and one talent manager from launch; led the migration of its operations from Asana, Zapier, Slack, and Front onto the company's core platform.
- Gathered feedback and requirements from creators, talent managers, operations, admin, and payments teams as the business scaled past \$3M in billings within ~3 years of launch; time to each \$1M fell from 22 months to under 6, and it now generates ~two-thirds of company revenue.
- Scoped requirements and trade-offs with product and operations stakeholders, then led delivery and rollout of a sponsorship workflow system that replaced manual tracking across multiple tools; the team now saves ~1 hour per sponsored creator publication (100+ hours per month).
- Cut creator billing from a median of 4 days to same-day by shipping an AI-powered system that detects sponsored creator content as it goes live.
- Replaced outsourced Mechanical Turk review with an AI-powered creator-sourcing funnel that screens creators against configurable criteria to fill brand campaign budgets; eliminated MTurk costs and scaled screening to ~350,000 creators per month.
- Automated invoice preparation and delivery to brands, processing over \$1M in invoice volume and saving ~30 minutes of manual work per invoice (50+ hours per month).

AFEX

Software Engineer

Abuja, Nigeria

Dec 2019 – Jul 2020

- Owned the backend of ComX, AFEX's SEC-regulated digital commodities trading platform, through its launch; it went on to serve 80,000+ investors.
- Built integrated trader-broker messaging, doubling engagement between traders and brokers.
- Built a real-time trading analytics dashboard, replacing manual exports and providing visibility into thousands of daily trades.

Oando PLC

Software Engineering Intern

Lagos, Nigeria

Jun 2018 – Dec 2018

- Aggregated and validated inputs from technical teams for annual IT budget preparation and an executive presentation.

EDUCATION

University of Texas at Austin

Master of Science in Artificial Intelligence

Expected Dec 2027

Ahmadu Bello University

Bachelor of Science in Computer Science | First Class Honors | GPA 4.63/5.00

2016 – 2019

SKILLS AND CERTIFICATIONS

Product: User feedback and requirements, scoping and prioritization, stakeholder management, rollout planning, success metrics

Technical: Python, JavaScript, React, SQL (PostgreSQL), AWS, Docker, system design, LLM-powered systems

Tools: Linear, Jira, Git, Postman

Certifications: AWS Certified Solutions Architect

Leadership: LifeLabs Learning Manager CORE (Part 1), the only engineer and non-manager selected