

SANIA SETAYESH

AI PRODUCT MANAGER • AI ENGINEER • LLM SYSTEMS BUILDER

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PROFESSIONAL SUMMARY

AI Product Manager and hands-on AI engineer with a B.S. in Computer Science (Artificial Intelligence concentration) from Georgia Tech and 3+ years of enterprise product ownership at AT&T (Fortune 10). Sole builder of citeca.ai, a production multi-engine AI platform getting businesses cited by ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews. Deep, hands-on across the full AI stack: LLM orchestration, RAG pipelines, prompt engineering, fine-tuning open-source models, and custom ML model training. Python and Java fluent. Completing an MBA in Entrepreneurship & Strategic Innovation at UIUC Gies. Ships end to end — from empty repo to live product.

CORE SKILLS

LLM & Generative AI: OpenAI, Anthropic, Gemini, Perplexity, Llama, Mistral, RAG pipelines, prompt engineering, model evaluation, agentic workflows, multi-provider routing, vector databases (Pinecone, pgvector), function calling

Generative Media & AI Video: ComfyUI, WAN 2.2 (text-to-video, image-to-video), diffusion pipeline & node-graph engineering, LoRA adapters, fp8-quantized inference, local GPU inference (RTX 5090), dual hi/lo MoE sampling, seamless frame-locked video chaining, ffmpeg encoding & post-processing, MCP tool orchestration, motion graphics & scrollytelling integration

Machine Learning: CNN training, computer vision, fine-tuning open-source models, dataset generation and labeling, PyTorch, TensorFlow, Hugging Face Transformers, scikit-learn

Engineering: Python, Java, Node.js, REST and GraphQL APIs, PostgreSQL, Redis, Docker, AWS, GCP, Vercel, SerpAPI, Git, CI/CD

Product & Delivery: Zero-to-one product strategy, roadmap and PRDs, discovery and experimentation, KPI instrumentation, SFAE/Agile at scale, matrixed team leadership, JIRA, Azure DevOps

FEATURED PROJECT

citeca.ai — AI Answer Engine Optimization Platform

citeca.ai

Founder, Product Owner, and AI Engineer — solo build, empty repo to live SaaS

- Built and shipped a production multi-engine AEO SaaS that tracks and grows client presence across ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews.
- Architected the dual-loop system at the core of the product: an execution loop that audits gaps and drafts fixes with LLMs, and a verification loop that re-queries all five AI engines and scores citation deltas.
- Integrated OpenAI, Anthropic, Gemini, Perplexity, and Google AI Overviews (via SerpAPI) with provider routing, retries, response normalization, and cost/latency tradeoff logic.
- Fine-tuned open-source LLMs for domain tasks, reducing per-query cost versus hosted APIs while preserving output quality.
- Automated the full marketing engine with generative image (Midjourney, Flux, Stable Diffusion) and text-to-video (Runway, Sora, Veo) pipelines — landing pages, ad creative, and product demos shipped without a design team.

EXPERIENCE

Founder & AI Product Engineer

Jan 2026 — Present

citeca.ai — Independent · Remote

- Full technical and product detail listed under Featured Project above.
- Delivered AI freelance builds for external clients — LLM integrations, workflow automations, custom ML models, and generative-media marketing pipelines.
- Managed vendor relationships across LLM providers, cloud infrastructure, and payments; ran cost/latency/quality tradeoffs to protect unit economics.

Senior Product Owner / Systems Engineer

Jan 2022 — Apr 2025

AT&T — Atlanta, GA

- Led enterprise product execution across a matrixed team of engineers, analysts, and business stakeholders inside a Fortune 10 telecom.

- Owned the requirements-to-delivery lifecycle for internal enterprise systems, negotiating scope, schedule, and quality tradeoffs with senior stakeholders.
- Ran SAFe/Agile ceremonies at scale — PI planning, backlog refinement, retrospectives — using delivery data to raise team velocity and quality.
- Served as the senior technical point of contact bridging engineering and business, resolving system-level ambiguity to unblock delivery.

Software Engineer

Jul 2021 — Jan 2022

AT&T — Atlanta, GA

- Led technical execution of enterprise data infrastructure modernization — delivered \$125K in annual savings and contributed to \$3M in licensing cost reduction.
- Partnered with cross-functional infrastructure, engineering, and business teams to plan and deliver system modernization supporting enterprise-wide operations.
- Built the technical credibility that led to promotion into a Senior Product Owner role.

IT Intern

Jun 2020 — Aug 2020

UPS Capital — Atlanta, GA

- Delivered a process-automation project that cut claims processing time from weeks to minutes.

EDUCATION

Master of Business Administration (MBA)

2024 — Dec 2026

Gies College of Business, University of Illinois Urbana-Champaign

Concentration: Entrepreneurship & Strategic Innovation

Bachelor of Science, Computer Science

2018 — 2020

Georgia Institute of Technology

Concentration: Artificial Intelligence

CERTIFICATIONS

- AWS Certified AI Practitioner — Amazon Web Services
- Generative AI with Large Language Models — DeepLearning.AI & AWS (Coursera)
- Certified SAFe® 6 Product Owner / Product Manager — Scaled Agile, Inc.
- Certified SAFe® 6 Agilist — Scaled Agile, Inc. (Jul 2023 — Jul 2028)
- Managerial Economics & Business Analysis Specialization — University of Illinois Urbana-Champaign