

SEMIR SALIH

Houston, TX · semirforhire@gmail.com · 832-469-0208 · linkedin.com/in/semir-salih · github.com/sultansalih

SUMMARY

Product Manager with 4+ years owning two-sided marketplaces from 0 to acquisition. Shipped AI-powered recommendations, moderation, and pricing products across 40K+ SKU catalogs. Deep in funnel optimization, payments, and trust & safety.

EXPERIENCE

Scentfine — Fragrance Marketplace | Product Manager, Houston, TX Jun 2025 – Aug 2026

- Own end-to-end product for a two-sided fragrance marketplace on iOS, Android, and web: seller onboarding, listings, search and discovery, checkout, Stripe Connect payments, shipping, community, and trust & safety.
- Redesigned the seller onboarding funnel to separate listing creation from payment setup, increasing listing completion by 34%.
- Launched an AI-powered fragrance recommendation engine generating personalized matches across a 40,000+ fragrance catalog.
- Built an AI moderation system that automated 72% of messages previously requiring manual review, cutting moderation workload while keeping the marketplace safe.
- Created a data-driven Price Guide covering 40,000+ fragrances, aggregating and weighting pricing data from 5 sources to help users assess market value.

Lootswap — Sneaker & Fashion Marketplace | Product Manager, Houston, TX Jun 2022 – Jul 2024

- Built a two-sided consumer marketplace from 0 through acquisition, across iOS, Android, and web.
- Owned core marketplace surfaces: onboarding, listings, search and discovery, checkout, payments, seller tools, fulfillment, and trust & safety.
- Launched a StockX-powered Price Guide using live market data to surface resale values and historical pricing by size, improving listing price accuracy and sell-through.
- Shipped an eBay cross-listing tool that automatically mapped listing photos and product data to eBay, expanding seller reach and driving new buyer demand back to the marketplace.
- Ran funnel and behavioral analysis with GA4, UXCam, and Branch to find conversion drop-offs and prioritize the product roadmap.

A&A Motors | Marketing Assistant, Houston, TX Feb 2018 – Jan 2020

- Managed Google Ads and Craigslist campaigns to drive vehicle leads; supported SEO and site optimization that grew organic traffic 25%.

PROJECTS

- AI Content Agent — Autonomous content pipeline (TypeScript, OpenAI API, Claude Code) turning live marketplace data into social content: automated planning, AI image generation, real-product compositing, quality scoring, and scheduled publishing; ships 6 carousels and 3 videos daily across TikTok, Instagram, and Facebook.
- AI Job Search Platform — 0-to-1 build: discovers relevant roles, tailors resumes to each job description, and automates application workflows (OpenRouter, Browserbase, Railway, Netlify, Resend, REST APIs, webhooks).
- AI Lifecycle Engagement Platform — Ditto-based system automating personalized push and in-app messaging from user behavior, marketplace activity, and wishlists, with event triggers, audience segmentation, and admin monitoring.

SKILLS

Product Strategy · Roadmapping · Marketplace Dynamics · Funnel Optimization · Product Analytics (GA4, UXCam, Branch) · AI Product Development (LLM APIs, Claude Code, OpenAI) · Payments (Stripe Connect) · Trust & Safety · Experimentation · Cross-functional Leadership · PRDs & User Stories · React · TypeScript

EDUCATION

University of Houston — B.B.A., Marketing, Dec 2024