

# JALAL SHAMS

## Technical Product Owner - Systems Delivery and Cross-Functional Execution

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### SUMMARY

Certified Scrum Product Owner who translates ambiguous technical goals into requirements, backlogs, acceptance criteria, milestones, launched systems, and measurable outcomes across telecom, web, AI automation, and creator commerce.

### EXPERIENCE

#### Founder and Lead Strategist - Social Dense

*May 2023 - Present | Monroe, WA*

- Run a research-first studio building websites, AI automation, and content systems for small businesses and nonprofits.
- Built a nonprofit content and reporting platform that became a single source of truth for 50+ active projects and reduced administrative workload by 40%.
- Develop custom web and AI systems using Next.js, React, Node, WordPress, n8n, SEO, AEO, and GEO practices.

#### Founder and Content Creator - Talk Before Wicket

*Apr 2022 - Present | Remote*

- Built an organic cricket community of 32,000+ followers around content, podcasting, e-commerce, and coaching.
- Operate an e-commerce and coaching platform that grew revenue 3x through iterative product and content improvements.

#### Systems Architecture Engineer - T-Mobile

*Jan 2019 - Oct 2021 | Bellevue, WA*

- Designed and deployed 4G/5G policy systems governing data speeds, data buckets, tethering, throttling, and roaming behavior.
- Coordinated technical integration across 100+ IoT service providers and multiple MVNOs; authored FRDs and MOPs for engineering, product, QA, and operations.

### SELECTED PROJECTS

- Islam in Seattle - community platform with prayer times, events, visit requests, resources, and 39+ articles.
- MKASEA - nonprofit operations platform with custom dashboards, project tracking, and role-based access.
- Talk Before Wicket - creator commerce and coaching system for a 32,000+ cricket community.

### EDUCATION AND CERTIFICATIONS

BS Electrical and Telecommunication Engineering - COMSATS University, Islamabad | Certified Scrum Product Owner | KCS v6 Fundamentals | Microsoft Azure Fundamentals

### SKILLS

CSPO, Scrum, requirements elicitation, backlog management, acceptance criteria, roadmap prioritization, stakeholder management, Jira, Asana, Notion, Figma, KPI analysis