

PROFILE

AI Martech Engineer at AHA Smart Homes, Mumbai. I own the website and search programme, the marketing data warehouse and the AI tooling around them. In the ten weeks after I took over in August 2026, non-brand Google clicks rose 183%. BSc (Hons) in AI & ML; earlier roles in Gen AI, ML and data science. I build with AI coding agents and check every number before it ships.

EXPERIENCE

AHA Smart Homes · AI Martech EngineerSep 2026 – Now

- Run the website and search programme since Aug 2026: technical SEO overhaul, a content system with 43 articles of my own and 12× more structured data. **Non-brand Google clicks +183%** and average non-brand rank **18.5 → 9.2** in ten weeks.
- Built a read-only marketing data warehouse (Zoho CRM, Google Ads, Meta, call logs) that syncs **every 15 minutes**. An independent audit fixed a 2× lead double count and spend that had gone unrecorded.
- Shipped a phone-first consultant dashboard showing the gap to target, a call-first list and referral prompts, with start-up time **cut 67%**.
- Built the showroom TV app and deals map: a pitch that plays itself (about 5½ minutes, was 15), a path-traced 3D tour of the experience centre, and every AHA building and billboard site on one map, tuned for a 2 GB TV.
- Made lead tracking trustworthy: save verification across 7 forms (21/21 Playwright tests), two silently broken ad forms fixed, and 90-day attribution going live.
- Mapped every home-automation firm in Mumbai and across India with the Google Places API: a quadtree sweep past the 60-result cap found **1,176** firms in Mumbai and **11,007** nationally.

Artificial Intelligence Engineer InternMar – Sep 2026

- Built AHA's first data platform (nightly CRM sync, sales-call mining, a weekly ads agent, a BI router answering in under 1 s) and an ads landing page with **94% lighter images**.

Unreal Dimension Studio · Gen AI EngineerFeb – Aug 2025

- Engineered and deployed production-ready ML models that improved product functionality and performance.
- Built agentic AI systems with LangChain and local models through Ollama.
- Streamlined the end-to-end ML pipeline, from research and model development to integration and deployment.

EdTechSociety · Machine Learning Engineer InternJan – Apr 2025

- Fine-tuned a CNN to detect pneumonia from chest X-rays, using class weighting for a 1:3 imbalance. **99.2% recall**, 74.7% test accuracy.
- Built a live emotion-detection web app: a Keras CNN trained on FER-2013 (7 classes), served with Flask from the webcam.

NeoSOFT · Data Science InternMay – Jul 2024

- Credit-score classification on 100k monthly records: per-customer cleaning, RFE and four models compared. **Random Forest 76.6%**, macro F1 0.75.
- Forecasting with LSTM and Prophet (NIFTY 50) and SARIMAX (store demand), and a Gemini app that answers questions about an uploaded CSV.

Digirise Infolabs · Data Science InternOct – Nov 2023

- Led projects from analysis to model: classifiers, sales regression, credit-card fraud detection and stock time series.

IMPACT AT AHA

+183%
non-brand Google clicks in 10 weeks

18.5 → 9.2
average non-brand rank

15 min
marketing data freshness (was days)

-80%
main-image load time on key pages

SKILLS

- LANGUAGES
Python, SQL, JavaScript, R
- DATA & BI
Postgres / Supabase, Tableau, Excel, Search Console, GA4 / GTM
- ML & AI
TensorFlow / Keras, scikit-learn, OpenCV, LangChain, Ollama, Claude API
- WEB
Eleventy, HTML / CSS, Node.js, Playwright, Lighthouse
- APIS
Zoho CRM, Google Ads, Meta Marketing, Places
- WAYS OF WORKING
Claude Code (agentic coding), data QA, technical SEO

EDUCATION

- BSc (Hons) AI & Machine Learning**
Atlas SkillTech University (uGDX) · 2026
- Higher Secondary (HSC)**
Khar Educational Society · 2022
- ICSE**
Beacon High School · 2020

LEADERSHIP

- Coordinator**
NSS Unit, Atlas SkillTech University · Sep 2025 – May 2026

LANGUAGES

English, Hindi