

ABHIJAY KUMAR SHAH

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Education

Vellore Institute of Technology B.Tech in Computer Science & Engineering	Jul 2026 (Expected) CGPA: 8.44 / 10.0
DAV Public School, Dudhichua Senior Secondary (Class XII)	2019–2021 CGPA: 9.20 / 10.0
DAV Public School, Surya Vihar Secondary (Class X)	2018–2019 CGPA: 9.85 / 10.0

Functional & Technical Skills

Functional Competencies: Market Research, Customer Requirement Gathering, Product Demos, Solution Mapping

Business Concepts: SaaS Fundamentals, CRM Workflows, Lead Generation Funnels, B2C/B2B Sales Strategy

Generative AI & Visual Strategy: Advanced Prompt Engineering (Text-to-Image/Video), Rapid Brand Asset Creation (Posters/Animations), Visual Storytelling for Presentations

Technical Foundation: Python, SQL, MERN Stack (Ability to understand & explain tech architecture to clients)

Tools: Microsoft Office (PowerPoint/Excel), Google Workspace, Canva, AI Tools (ChatGPT, Midjourney, RunwayML)

Key Projects & Entrepreneurial Initiatives

GetRoomSingrauli.in — Hyper-Local Marketplace — *Market Entry, Vendor Partnerships*

[Live Link]

- **Market Opportunity:** Identified an untapped revenue potential of **1 Lakh/month** in the local budget accommodation sector by analyzing daily transit footfall.
- **Product Strategy:** Launched a digital platform connecting local vendors with travelers, effectively solving a **Supply-Demand gap** in the unorganized market.
- **Lead Generation:** Currently optimizing the digital sales funnel and initiating visibility partnerships with local aggregators like **Justdial**.
- **User Experience:** Designed a "Click-to-Call" interface that reduced lead response time by **90%**, specifically catering to non-tech-savvy users.

Rately — Customer Feedback & Rating SaaS — *SaaS Logic, Analytics, AI Integration*

[Live Link]

- **SaaS Architecture:** Designed a platform with **Role-Based Access Control (RBAC)**, managing distinct workflows for Admins (Business Owners) vs. Users.
- **Solutioning:** Integrated a context-aware AI Chatbot to automate customer support, demonstrating how technology can solve business efficiency problems.
- **Data Insights:** Built interactive dashboards to visualize feedback trends (NPS/CSAT), similar to reporting features found in enterprise CRM tools.
- **Scalability:** Architected the backend to handle multi-tenant data securely, ensuring data isolation between different business owners.

Comfortable Stay — Hotel & Restaurant Alliance — *Business Logic, Operational Efficiency*

[Live Link]

- **Business Logic:** Designed a room allocation engine that automates eligibility checks based on customer spending tiers (Waiting Room vs. AC Beds).
- **Operational Efficiency:** Implemented a QR-based check-in workflow to reduce front-desk friction, improving the overall customer onboarding experience.
- **Market Fit:** Targeted budget travelers and PGs, directly addressing the "affordability" pain point in the local hospitality sector.
- **Future Roadmap:** Planned a subscription model for vendor listings, demonstrating foresight into potential monetization strategies.

Experience & Leadership

CatCatchCode

Jul 2025 – Present

Founder & Team Lead — Ed-Tech Initiative

[Link]

- **Communication Skills:** Translated complex technical concepts into 100+ simplified video modules, proving the ability to explain products to a non-expert audience.
- **Leadership:** Led a 5-member agile team to execute a content roadmap, ensuring consistent delivery and brand growth.

Satsang Vachan Satsang Seva

Sept 2025 – Present

Co-Founder & Lead Strategist — Digital Preservation

[Link]

- **Strategic Planning:** Spearheading a massive digital preservation initiative to digitize 50+ years of archival literature for a global audience of 200M+.
- **Innovation:** Integrating AI-assisted tools to transform long-form text into concise visual media (Posters/Shorts) for better engagement.
- **Project Management:** Managing the full content lifecycle and a distributed creative team to ensure high-quality delivery.

Certifications

MERN Full Stack Certificate — Apr 2025 [Link]