

SUMMARY

Experienced Sales Engineer and AI Specialist with a strong background in software development, sales, project management, and strategic business development. Proven track record of leading successful sales campaigns and implementing AI-driven solutions. Skilled in bridging technical solutions with customer needs, value selling, and providing detailed, customized product demonstrations. Adept at developing and executing comprehensive AI strategies, enhancing user engagement, and driving operational efficiency. Committed to ethical AI practices, privacy, and data security.

CORE COMPETENCIES

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|---------------------------|----------------------------------|----------------------------------|
| • Technology Sales        | • Solution Selling               | • Project Management (Agile)     |
| • AI & Machine Learning   | • Cloud Services (AWS, Azure)    | • Cross-functional Collaboration |
| • Customer Needs Analysis | • Frontend & Backend Development | • Relationship Building          |

EXPERIENCE

- Solutions Engineer** *(contract)*
- Rani Brand - A US based online spice retailer** [02/2024 – present]
- Designed and presented UX enhancement solutions, projected to boost visitor rates by 20% and SEO rankings by 27%, increasing revenue
  - Leveraged customer sales data to generate actionable insights, identifying 2,000 customers using SQL
  - Curated leads and automated outreach processes, for the sale of over 800,000 plastic bottles totaling \$320,000
- Swift Sage - AI powered automated trading analytics platform** [07/2023 – present]
- Designed and developed an AI chatbot using Retrieval-Augmented Generation (RAG) to help users discover trades and view PnL stats on mobile devices
  - Built Web3 community of over 2,700 users in 2 months on [Twitter/X](#)
  - Directed a team of 6 in implementing AI-driven crypto analytics using GPT-4 and AWS, maintaining user confidence and securing future engagements
  - Effectively communicated complex project details in 6 keynote to over 1,500 potential users and venture capitalists, significantly increasing project visibility and investor interest
- Almond Cow - Manufacturer of appliances that produce plant-based milk** [10/2023 – 01/2024]
- Presented, sold, and implemented a GPT-4 SEO automation project, elevating Google search rankings to #1, saving \$85,000 and 1,440 hours, and increasing sales
  - Achieved an 8.58% increase in organic web traffic, with high scores in Accessibility (92) and SEO (86)
  - Partnered with the internal engineering team to adapt modern CI/CD tools and best practices, resulting in 30% faster load time and reduced build failures by 75%
- Founder**
- Buffalo Bayou Funds - Digital assets & cryptocurrencies investment firm** [02/2021 – 09/2023]
- Led sales pitches and successfully raised \$250,000, demonstrating strong relationship-building and stakeholder management skills
  - Engineered high-performance RESTful APIs for sophisticated trading strategies, maximizing returns and effectively managing risks
- Software Engineer**
- Cox Automotive Inc. - Automotive transactional technology leader** [03/2019 – 02/2021]
- Conducted custom API demonstrations and showcased optimized customer workflow solutions, enhancing product adoption and customer satisfaction
  - Decreased landing page FCP (First Contentful Paint) by ~60% from 5 seconds to under 2 seconds, enhancing UX and page responsiveness
  - Identified and resolved security vulnerabilities in AWS production deployment; and created a solution for senior engineers to manage L2 environment
- Software Engineer**
- E9 Labs - Texas-based software engineering consultancy** [06/2018 - 03/2019]
- Developed a full stack web application for HVAC technicians, including field service and chat functionalities
    - Reduced customer response time by 75% and increased contact rate by 10x, significantly improving customer service efficiency and satisfaction
- Senior Financial Analyst**
- Emerson Electric - A global technology & manufacturing conglomerate** [03/2015 - 09/2017]
- Introduced a 10% reduction (6 hours) in month end close process via excel automation
  - Captured over \$75,000 overpaid costs within first six months in the role by establishing productivity & accuracy improving processes, capturing savings of over \$1mm+ over 10 years
  - Implemented innovative financial reports to gain financial insights on margins, aging A/R, A/P in Hyperion and Oracle ERP

EDUCATION

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|--|-----------|
| <b>Bachelor of Business Administration, Finance</b>   <i>The University of Houston</i> | [05/2015] |
| <b>Software Engineering</b>   <i>Digital Crafts Coding Bootcamp</i>                    | [02/2018] |
| <b>Solana EVM Developer</b>   <i>Encode Solana Bootcamp</i>                            | [06/2023] |

CERTIFICATIONS

- Azure Fundamentals AZ-900
- Azure Artificial Intelligence AI-900

SKILLS

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- **Frontend Development:** React, Next.js, TypeScript, Redux, HTML, CSS, JavaScript, WebPack
- **Backend Development:** Node.js, Python, PostgreSQL, MySQL, MongoDB
- **Cloud Services:** AWS, Docker, Azure AI
- **DevOps:** CI/CD, Git
- **Artificial Intelligence:** GPT-4o, Regenerative AI, LLMs, Retrieval-Augmented Generation, Chatbots
- **APIs and Microservices:** RESTful APIs, Websockets, Microservices
- **Project Management:** Agile, Requirements Gathering, Discovery
- **SEO and Analytics:** Algolia, SEMrush, Ahrefs, Sanity.io, MixPanel
- **Sales and Customer Service:** Sales, Customer Service, Relationship Building, Presentations
- **Additional Expertise:** Enterprise Software Architecture, Cryptocurrency, Blockchain Technology, DeFi, NFTs, DAOs, Web 3.0

NOTABLE ACHIEVEMENTS

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- Successfully led AI-driven sales campaigns, resulting in significant revenue growth and customer satisfaction
- Built and maintained strong relationships with C-Suite executives and business decision-makers, delivering tailored solutions that drive digital transformation
- Developed and implemented comprehensive AI strategies, enhancing operational efficiency and user engagement
- Created and executed successful product demonstrations and sales pitches, effectively communicating technical concepts to non-technical stakeholders