

AJITH KUMAR

AI ENGINEER

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Portfolio: <https://ak-ai-portfolio.vercel.app/>

PROFESSIONAL SUMMARY

AI & ML Engineer with 3+ years of experience in data-driven performance marketing, now specializing in building end-to-end machine learning pipelines, deploying AI solutions at scale, and applying MLOps best practices. Skilled in machine learning, deep learning, NLP, and model deployment, with hands-on expertise in Python, TensorFlow, Scikit-learn, SQL, and AWS. Strong focus on explainable AI, practical problem-solving, and real-world deployment.

TECHNICAL SKILLS

Programming & Tools: Python, SQL, Jupyter Notebook.

Machine Learning & AI: Scikit-learn, TensorFlow, LangChain, LangGraph, CNNs, RAG, Prompt Engineering, Embeddings, NLP Pipelines, Open AI API

Web Frameworks: FastAPI, Flask, Streamlit

Tools & MLOps: Docker, Git, AWS (EC2, S3), MLflow

Visualization & Monitoring: Matplotlib, Seaborn

Marketing Tools: Google Ads, Meta Ads, Google Analytics, CRM, Automation Tools

PROJECTS

1. Finsight AI – Data Analysis & RAG System

- Built a personal finance assistant that analyzes transaction history and answers user queries in natural language.
- Implemented Retrieval-Augmented Generation (RAG) to fetch relevant financial records before generating responses.
- Used vector-based retrieval to ground LLM responses in user-specific transaction data, reducing hallucinations.
- **Tech Stack:** Python, Pandas, Vector Database, RAG, NLP, LLMs.

2. PromptCraft – NLP & Hybrid GenAI System

- Built an NLP-driven prompt optimization system combining rule-based NLP (spaCy) and LLM-assisted rewriting.
- Implemented semantic analysis using embeddings to detect vague or underspecified prompts.
- Designed an explainable STOK framework to structure prompts deterministically before optional LLM enhancement.

- Developed a FastAPI backend with a React frontend and production-ready architecture.
- **Tech Stack:** Python, spaCy, OpenAI Embeddings, FastAPI, React, NLP, Prompt Engineering

3. CalorieSense AI – Computer Vision & CNN-based Food Analysis

- Built a food calorie estimation system using a Convolutional Neural Network (MobileNetV2) for image-based food recognition.
 - Used the CNN to analyze food images locally and identify food categories.
 - Combined CNN-based image understanding with deterministic nutrition mapping for calorie and macro estimation.
 - Designed the system to support multimodal inputs (image + text).
 - **Tech Stack:** Python, TensorFlow, CNN (MobileNetV2), FastAPI, Pandas, Computer Vision
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PROFESSIONAL EXPERIENCE

INTENTFARM - Sr. ASSOCIATE

OCT 2025 - Current

- Optimized marketing funnels for multiple clients, resulting in a **100%** improvement in **lead quality**.
- Redesigned landing pages and checkout flows, successfully boosting Return on Ad Spend (ROAS) from **2X to 3.5X**.
- Worked alongside and mentored interns to manage client accounts and execute strategies.

GROWTH PARTNERS - PERFORMANCE MARKETER

AUG 2024 - SEP 2025

- **Automated Data Reporting:** Wrote custom scripts to pull live ad performance data and update Google Sheets automatically, eliminating manual reporting hours.
- Managed Google & Meta Ads campaigns with consistent ROAS growth. Automated CRM workflows and nurturing sequences using custom scripts.
- Analyzed campaign data to improve targeting, reduce CAC, and guide business strategy.

BRAND MONK CONSULTING - PERFORMANCE MARKETER

MAR 2024 - JUL 2024

- Improved lead quality and reduced CPL by 25% using data-driven strategies.
- Ran PPC ads and optimized landing pages for conversion.
- Executed Meta ad campaigns with pixel tracking and increased course enrollments by 50%.

- Boosted CTR by 40% through optimized Google Ads for UK audiences.
 - Implemented SEO strategies for UK and Dubai clients using targeted keyword research.
 - Monitored website traffic and conversions, using analytics tools to track performance and make data-driven decisions.
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CERTIFICATIONS:

- Advanced Certification in Data Science and AI - Intellipaat

GRADUATION:

College Education:

Sri Krishna Arts & Science College.

Msc. Software Systems (06/2017 to 05/2022)

School Education:

PSG Sarvajana Hr. Sec. School.

Coimbatore, Tamil Nadu.
