

Prakhar Bansal

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PROFESSIONAL EXPERIENCE

Founding Full Stack AI Engineer

Full Time

Growthz

Jan 2025 – Present

- Shipped [growthz.ai](#): an end-to-end SaaS platform that scrapes a user's website, auto-generates ad creatives via **LLMs**, and manages campaign launch and analytics across **Meta, Reddit, and LinkedIn**.
- Conceived and single-handedly built [rightcontent.ai](#) from scratch vision, UI/UX design, frontend (**Next.js**), backend (**Python**), LLM pipelines, and **AWS** deployment a multi-channel AI content platform for D2C brands.
- Platform generates SEO-optimised, platform-native content for 6 channels (Reddit, Instagram, Amazon A+, LinkedIn, Twitter, blogs) from a URL and keywords, with one-click publishing.
- Developed an **AI-powered unified dashboard** aggregating real-time analytics from multiple DSPs, including **Taboola and Outbrain**, for centralised performance tracking.
- Orchestrated cloud infrastructure and CI/CD pipelines on **AWS**, implementing robust orchestration for scalable document and data processing.
- Stack: **Python, LLMs, Next.js, AWS**.

AI Full Stack Developer

Intern

Mindcase

Aug 2024 – Nov 2024

- Migrated **Supabase** backend to **Microsoft Azure** with **Prisma**, improving infrastructure reliability.
- Contributed to a **GenAI**-powered document generation feature, integrating LLM pipelines into the product workflow.

Software Developer

Intern

Avanti Fellows

Oct 2023 – Mar 2024

- Built a quiz creator and college predictor using **Next.js** and **Tailwind CSS**, reducing manual input for educators.
- Created secure API endpoints for data retrieval and submission; implemented CRUD functionality with pagination.

Open Source Developer

Intern

Code4GovTech

Jul 2023 – Aug 2023

- Replaced a **Google Sheets** workflow with a **Next.js** stakeholder UI, cutting quiz-session setup time.

Google Summer of Code

Participant

JdeRobot

May 2023 – Aug 2023

- Built a cross-platform desktop application using **Electron.js**; containerised backend in **Docker** for Windows and Linux.
- Coding Journey and Blogs

PROJECTS

[growthz.ai](#) | *Marketing Automation Platform*

Live

Tech Stack: Python, LLMs, Next.js, AWS

Jan 2025 – Present

- End-to-end marketing automation: URL scraping → AI creative generation → campaign management → analytics in one flow.
- LLM pipeline extracts brand tone and copy to produce on-brand ad creatives, deployed and scaled on **AWS**.

[rightcontent.ai](#) | *Multi-Channel AI Content Platform*

Live

Tech Stack: Python, LLMs, Next.js, AWS

Jan 2025 – Present

- Built entirely from scratch as **sole engineer**: product vision, UI/UX design, frontend, backend, AI pipelines, and cloud deployment.
- Input a URL and keywords to generate platform-native content for 6 channels (Reddit, Instagram, Amazon A+, LinkedIn, Twitter, blogs) with **AI citation optimisation**.
- One-click publish to all channels; LLM pipelines handle tone adaptation, SEO, and platform-specific formatting.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, Python, Java, HTML/CSS, SQL

Frameworks & Libraries: Next.js, React, Node.js, Express, Tailwind CSS, Redux, GraphQL, Electron.js, React Native

AI/ML: LLMs, Prompt Engineering, GenAI Pipelines, Python

Tools & Infra: AWS, Docker, Prisma, GitHub Actions, TurboRepo, Postman, Git

EDUCATION

SRM Institute of Science and Technology

8.5 CGPA

Bachelor of Technology in Computer Science and Engineering

Sept 2020 – Jun 2024

ACHIEVEMENTS & CERTIFICATIONS

- Hackathon Winner:** Smart India Hackathon (Sept 2023, AICTE) and Solving for India Hackathon (April 2023, Google Cloud x AMD x GFG).