

YASHRAJ JOSHI

AI Engineer | Full-Stack Developer | SEO Executive



PROFESSIONAL SUMMARY

AI/ML Engineer and Full-Stack Developer with

- Over 2.5 years of experience in delivering cloud native, data-driven products.
- Developed Shopify e-commerce platforms, IoT sensor data pipelines and generative AI content workflows.
- Proficient in Python ML (TensorFlow, Keras, scikit-learn), as well as React/Node, and GCP/AWS.
- Emphasizes measurable outcomes, including automation, analytics and SEO-driven growth.

SKILLS

Programming: Python; JavaScript; TypeScript; R ML/AI: TensorFlow; Keras; scikit-learn;

Pandas Frameworks: React; Node.js; Express; LoopBack4; gRPC; REST APIs

Cloud/DevOps: GCP; AWS; Docker; Git; Google Workspace; GA4

Data/BI: Power BI; Tableau; PostgreSQL; MongoDB; MySQL

IoT/E-commerce: MQTT; ESP32; Shopify (theme customization, SEO)

SEO : On-Page and Off-Page SEO. Technical SEO, Local SEO, Keyword Tracking, SEO Auditing, Link Building

WORK EXPERIENCE

Technology Lead - Kaffa Kuwwa Innovations | Mar 2024 - Feb 2025 | Kolkata, India

- Developed & launched Shopify storefront with theme customization, payments, and technical SEO;
- Created online presence and increased organic traffic by 45% by ranking 4 vital keywords on 1st page.
- Automated order fulfillment and reporting; reduced manual effort and improved data accuracy.
- Managed Google Workspace administration and cafe-partner onboarding across 25+ locations.
- Produced 100+ AI-generated marketing assets to support product launches.
- Set up GA4 tracking and dashboards for funnel metrics and campaign ROI.

Data Scientist and Full-Stack Developer - Unanimous Studios | Dec 2022 - Dec 2023 | Jodhpur, India

- Built React front-ends and Express/LoopBack4 back-ends.
- Developed MQTT + ESP32 ingestion for real-time sensor data; delivered interactive monitoring dashboards.
- Created Python/Pandas ETL and baseline ML components for analytics and forecasting.
- Containerized services with Docker; improved deployment reliability and developer onboarding.

SEO Executive - Predicta Digital | May 2022 - Dec 2022 | Remote (Melbourne, VIC)

- Completed daily Off-page tasks such as image submission, classified ads posting, content bookmarking, blog posting and backlinking.
- Built GA4 + Power BI dashboards for KPI tracking; presented insights and recommendations on keywords data.
- Understood data flows in SEO data to clean it and use for making reports on it.

EDUCATION

Bachelors in Computer Applications - Jai Narain Vyas University (2023)

CERTIFICATIONS

AI/ML Diploma - Aptech Learning (2024; Grade : Distinction)

Fundamentals of Digital Marketing - Google Digital Garage (2024 ; Scored 100)

Coursera – Google SEO Fundamentals

Introduction to Artificial Intelligence - Govt of Rajasthan (Jul 1 - Jul 21 2025 ; Ranked 1st)

LinkedIn Learning – SEO Foundations

LANGUAGES

Hindi (Native) ; English (Fluent) ; Bengali (Fluent)