



ANUJ DHIMAN

AI-FULLSTACK ENGINEER & PERFORMANCE MARKETING SPECIALIST



Innovative AI-Fullstack Engineer and Performance Marketing Strategist with over 6 years of experience bridging advanced software engineering with data-driven growth marketing. Expert in building autonomous agentic architectures, deploying RAG models, and developing full-stack applications.

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- ✓ 6+ Years Experience
- ✓ 120+ Projects Delivered
- ✓ AI Full Stack Engineer
- ✓ Performance Marketing Expert

Core Competencies & Tech Stack

AI & Machine Learning

- GenAI
- LLMs (Gemini, Llama)
- RAG
- Multi-Agent Systems
- Fine-Tuning
- Transformers
- LangChain
- VectorDB
- NLP
- Embeddings
- Spring AI

Performance & Digital Marketing (2026 Stack)

- Generative Engine Optimization (GEO)
- Omnichannel Strategy
- Predictive Analytics
- LTV Maximization
- Hyper-Personalization
- Social Commerce
- ROAS & Incrementality Testing
- SEO/SEM
- Growth Hacking

Frontend

- ReactJS
- JavaScript (ES6+)
- HTML5/CSS3
- Tailwind CSS
- MUI
- Bootstrap
- UI/UX Glassmorphism

Backend & Databases

- Java 17
- Spring Boot
- Node.js
- Python
- ASP.NET
- MySQL
- PostgreSQL
- MongoDB
- SQL Server
- Hibernate

Cloud & DevOps

- GitHub
- AWS
- Docker
- Render
- Vercel
- Hostinger
- Cloudflare
- Postman

Primary Environment

- Visual Studio Code (VS Code)

Professional Experience

- **Freelance AI-Fullstack Engineer & Digital Marketer** May 2025 – Present
Multiple Clients
 - Architect and deploy end-to-end full-stack web applications, SaaS platforms, and custom AI tools using VS Code, React, and Spring Boot.
 - Spearhead comprehensive Performance Marketing campaigns, utilizing AI-driven targeting, predictive analytics, and first-party data to lower CAC.
 - Optimize Local SEO, Google Business Profiles, and Generative Engine Optimization (GEO) to ensure maximum visibility in AI-assisted search.
 - Design ultra-premium, conversion-optimized user interfaces featuring glassmorphism and modern typography.
- **Deputy IT Manager / FullStack-Developer & Business Analyst** 2023 – 2025
Axis Bank
 - Developed scalable full-stack banking solutions using Java, Spring Boot, and ReactJS.
 - Contributed as a Business Analyst, bridging IT capabilities with financial business objectives.
 - Authored comprehensive SOPs on Confluence and mentored 10-12 incoming engineers on Mac setup and development environments.
 - Collaborated on internal projects to enhance efficiency, creating replicas of the Axis Bank Portal, ERP, and CRM systems.
- **SDE (Software Development Engineer)** 2022 – 2023
NIIT
 - Engineered microservices and complex CRUD operations leveraging Java, Spring MVC, Hibernate, and Kafka.
 - Collaborated heavily on database management using MySQL and MongoDB, completing 121 projects during tenure.
- **IT Manager & Business Analyst** 2020 – 2022
HIN Green E-waste Recycling Pvt Ltd
 - Managed network operations, ERP, CRM, and website maintenance on WordPress.
 - Developed billing software using .NET (ASP.NET frontend, SQL Server backend). bridged IT and business objectives through data analytics.
- **Senior Web Developer** 2018 – 2020
ISAP Technologies Pvt Ltd, Meerut
 - Promoted to Senior Software Developer within 2 months of tenure. Led a 4-member support team.
 - Architected ERPs and CRMs for Schools and Hospitals, defined customer requirements, and developed project plans.

Key Projects

Modern Web Platforms

BuildWise Property / BuildWise Pro

Built an advanced real estate platform and software company infrastructure featuring 2D/3D design modules.

Autosite AI

Engineered a SaaS website builder platform to automate digital presence creation.

Restaurant AI Assistant

Architected a hospitality application utilizing Spring Boot, React, and locally hosted LLMs.

Babarealestates

Developed a comprehensive digital real estate platform.

Additional Systems

OPD Management, Medical ERP, College ERP, School ERP, Library Management, Billing System, Golden Avenue Mawana, LOK Pahal, Euro Esports India.
+ 120 additional freelance/contract projects delivered.

Enterprise AI & ERP Systems

EAPRO ERP - Titan OS

Built a high-performance, AI-integrated ERP ecosystem for the energy automation sector using ASP.NET Core MVC & Chart.js.

ScamGuard AI

Designed a multi-agent fraud detection pipeline utilizing ReAct Tool-Calling, dynamic risk scoring, and Chain-of-Thought reasoning.

Artisane-ERP

Developed a Multi-Agent AI system (Sales & Operations) for retail, featuring a multimodal "Room Stylist" and policy-grounded RAG.

QuickRx AI & Tathastu FitOS

Deployed intelligent ERPs integrating Google Gemini for OCR parsing and predictive AI for generative nutrition & automated ledgers.

SpecSense AI

Created a generative AI-powered hybrid recommender bridging unstructured user intent with structured product catalogs (Pandas & Pydantic).

Education

- B.C.A. (Bachelor of Computer Applications)**
Dewan Institute Of Management Studies, Meerut (2015 – 2018) | 63%
- 12th Grade**
K.V. E.A.C Upper Shillong (2010 – 2011) | 74%
- 10th Grade**
K.V. E.A.C Upper Shillong (2008 – 2009) | 82%

Certifications & Badges

IBM | Adv. GenAI & Multi-Agent Systems

NIIT | Full Stack Java Dev (Axis Bank)

Google | Professional Certificates

Duke Univ | Specialization

Georgia Tech | Professional

Univ of Michigan | Professional

Univ of Minnesota | Professional

SAP | Certified Associate

Udemy & Swastik | Agile, Cyber, Web

Professional Strengths

Problem Solving

Leadership

AI Architecture

Business Strategy

UI/UX Thinking

Team Mentoring