Nishchay Bhatia

Frontend + MarTech Engineer — design engineering, AI workflows

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Frontend + MarTech Engineer with 20 months across Physics Wallah, Allo Health and DoableClaw. Design-engineered frontend in Next.js, TypeScript, Tailwind and Framer Motion, with the marketing systems around it: SEO + AEO, attribution, and AI workflows that ship content with a human in the loop. Also a designer: 500+ freelance creatives (2023–2026).

Experience

Frontend + MarTech Engineer — DoableClaw (intern → full-time via PPO) *Jul 2026 – Present*

- Co-building the AI SEO + AEO product; own design engineering and all organic growth.
- **Design engineering:** led the full website revamp in Next.js, TypeScript, Tailwind and Framer Motion.
- **SEO + AEO:** built an LLM blog pipeline that researches, drafts, gates and publishes pieces built to rank on Google and get cited in AI answers.
- **LinkedIn:** built a multi-step agentic workflow that turns each blog into an on-brand carousel (copy, design, art, PDF, caption); a human reviews, steers and approves each step, then it auto-posts.
- **Attribution:** first-party funnel tracking, cleaned GA4 to real users, automated GSC / GA4 / Bing reporting and indexing.

MarTech SDE Intern — Allo Health, Bangalore *Nov 2025 – Apr 2026*

- Reported to the CTO; owned the Next.js 16 marketing site and a live Astro + Strapi 5 medical-content platform.
- Ran MarTech with marketing + content teams: shipped live pages, technical SEO and programmatic SEO.
- Built a local SEO tracker for every Bangalore clinic: Google Maps rank grids (DataForSEO), GBP views + reviews, Redshift leads, automated root-cause and weekly scorecards.

Frontend Tech Intern — Physics Wallah (LeapX), Bangalore *Jun 2025 – Nov 2025*

- Turned manual academic + ops workflows into 20+ multi-role LMS/ERP dashboards: mapped each flow, design-engineered the Next.js + TypeScript UI on backend APIs.
- Co-built a 3-role interview scheduler end to end, with automated slot booking and allocation.

Frontend Tech Intern — Physics Wallah, HQ Noida *Dec 2024 – Jun 2025*

- Built reusable components for PW's Global CMS, plus fast, accessible landing pages on the in-house UI library.
- Cleaned the staging env with an automated ESLint detect-and-fix flow that cleared lint debt.

Projects

gCMS — AI blogging CMS powering RankInAIOverview + RankMap daily *Next.js, Node, MongoDB*

- **AI workflow:** each post moves through hero image, infographics, internal linking and an AEO readiness check before it publishes.
- **Built-in indexing + analytics:** Search Console and Bing indexing, first-party visitor tracking, and a log of which AI crawlers read each post.

CareSync — GitHub | Live *Next.js, Express, Prisma, PostgreSQL*

- Clinic front-desk OS with role-gated auth and a live queue merging booked, walk-in and emergency patients; conflict-free slot booking.

Skills

Frontend: TypeScript, React, Next.js, Tailwind CSS, Framer Motion, GSAP, Astro, Strapi
AI: LLM pipelines, multi-step agentic workflows, human-in-the-loop review, Claude Code
MarTech: technical + programmatic SEO, AEO, structured data (JSON-LD), Search Console, Bing Webmaster
Instrumentation: GA4 events, first-party funnel tracking, UTM attribution, conversion analytics
Backend: Python, FastAPI, Node.js, Express, MongoDB, REST APIs
Tooling: Git, GitHub, GitLab, Vercel, Render, CI/CD, ESLint

Education

IIT Guwahati — BSc in Data Science and AI, CGPA 7.5 *Oct 2023 – Sep 2027*
PW Institute of Innovation (PWIOI) — Upskilling Cohort *Oct 2023 – Oct 2027*
CBSE — Class 12: 95.4% Class 10: 97.2% *2023 / 2021*