

Md Nawaj Sarif Rain

Backend Developer · Generative AI Engineer · Technical SEO & Digital Marketing Expert

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SUMMARY

Backend developer and digital marketing expert with a track record building Django/FastAPI systems, integrating LLMs into production products, and ranking client websites across Google, Bing, Yahoo, DuckDuckGo, and AI search engines (ChatGPT, Gemini, Perplexity). Founder of PadhneAI, a bilingual AI-powered EdTech platform serving 2M+ underserved students in Nepal. Trained 100+ developers in backend engineering and Generative AI. Delivered technical SEO, paid ads, and 0→1 product strategy for clients across Nepal and the USA.

CORE SKILLS

Backend & AI: Python (Django, FastAPI) · REST APIs & Microservices · LLM / Generative AI Integration · AI Agents & Chatbots · Large-Scale Web Scraping · PostgreSQL · Next.js / React · Docker · Git

Technical SEO: Audits & Core Web Vitals · Schema Markup & Structured Data · XML Sitemaps / Robots.txt · Google Search Console · Bing Webmaster Tools · Internal Linking

Growth & Paid: Google Ads (PPC) · Meta Ads (Facebook & Instagram) · Google Business Profile & Local SEO · Multi-engine & AI Search Ranking · Link Building · Content SEO

Product: 0→1 Product Management · Market & User Research · Roadmap Planning · A/B Testing · Analytics (PostHog, GA4) · Stakeholder Management

EXPERIENCE

Product Strategy Consultant — Indor (B2B Marketplace) Jan 2026 – Present

- Led market research across 20+ stakeholder interviews on Nepal's wholesale/retail distribution landscape
- Advised on MVP scope, feature prioritization, and analytics framework (PostHog + GA4)
- Ran a technical SEO audit — resolved crawl errors, implemented Schema.org structured data, optimized Core Web Vitals
- Set up Google Business Profile for local merchant discoverability; built a multi-engine keyword strategy

Software Engineer → Product Analyst — Neelgai Sep 2024 – Jan 2026

- Led technical SEO for Neelgai, Neelcamp, Danfe AI, and ST AAA LLC — structured data, sitemaps, robots.txt, CWV
- Managed Google Search Console & Bing Webmaster Tools; ran Meta Ads campaigns for Neelcamp
- Built backend APIs and LLM-powered large-scale data scraping pipelines for Neelcamp (Django/FastAPI)
- Built an AI-powered Slackbot automating discussion summaries & task extraction — saved 5+ hrs/week per team member

Founder & Product Lead — PadhneAI (EdTech) 2024 – 2025

- Identified a market gap: 2M+ students in Nepal lacking entrance exam prep in regional languages (Maithali, Bhojpuri)
- Built a bilingual AI-powered learning platform — Django backend, LLM tutoring integration, Next.js frontend
- Implemented on-page SEO and structured data to rank for Nepali study keywords on Google & Bing
- Defined product roadmap (MVP → Community → Personalization) and network-effect community features

Instructor — Django Backend & Generative AI Bootcamp 2024 – 2025

- Delivered hands-on training in Django, REST APIs, backend architecture, and AI/LLM integration to 100+ students
- Mentored students in building production-ready, SEO-friendly web applications from scratch

Backend Developer & Digital Marketing Expert — Freelance 2021 – 2024

- Built and deployed icloudwireless.com (USA retail) and st-aaa.com (USA e-commerce) end-to-end
- Delivered SEO across 10+ client sites — technical audits, on-page, link building, schema markup, CWV optimization
- Ranked client sites on Google, Bing, Yahoo, DuckDuckGo, and AI engines via organic & paid strategies
- Managed Google Ads and Meta Ads campaigns; set up Google Business Profiles for local businesses in USA and Nepal

SELECTED PROJECTS

PadhneAI — padhneai.com — Bilingual AI learning platform for 2M+ underserved students in Nepal (Django, Next.js, LLM tutoring, regional-language SEO)

Indor — indor.com.np — Nepal B2B wholesale marketplace; technical SEO, GBP, structured data, 20+ stakeholder interviews

Neelgai & Neelcamp — neelgai.com — Backend APIs & data scraping pipelines, Meta Ads, multi-platform technical SEO

ST AAA & iCloud Wireless (USA) — st-aaa.com — Web dev, SEO, Google Ads, AI chatbot ranking on ChatGPT/Gemini/Perplexity

TEACHING & COMMUNITY

Bootcamp Instructor — Django, REST APIs, SEO & Generative AI; trained 100+ students (2024–2025)

Hackathon Mentor — Janakpur Tech Bootcamp Mentor Certificate

YouTube Creator — BroklyMaster (2023–Present); Django, backend & AI tutorials for developers

EDUCATION & CERTIFICATIONS

BSc. Computer Science & Information Technology
Rajarshi Janak University (2025)

Data Science Masters Certificate
February 2024