

ANKIT KUMAR

+91 9673001007 · mail@theankitkumar.com · theankitkumar.com · Palampur, Himachal Pradesh

EXECUTIVE SUMMARY

FinTech Systems & Growth Operator architecting AI-augmented automation at the intersection of capital markets, performance marketing, and scalable platform engineering. Builds CRM ecosystems, LLM-driven workflows, and high-conversion pipelines from 0-to-1 using React, SQL, Python, and multi-model AI orchestration — translating equity/derivatives advisory and SEBI compliance depth into automated, revenue-generating technical systems deployed at production scale.

CORE COMPETENCIES

AI & Data Systems LLM Orchestration (OpenRouter, Ollama) · Prompt Engineering · RAG Workflows · Python · SQL · Supabase/Postgres · Predictive Analytics · AWS Rekognition

FinTech & Trading Infrastructure Capital Markets (Equity & Derivatives) · SEBI/NSE Compliance · Order Execution Workflows · Portfolio Analytics · Client Lifecycle Management · Risk-Aware Advisory Systems

Growth & Revenue Operations Performance Marketing (Google Ads PMax, Meta Ads) · Conversion Tracking & UTM Architecture · GTM/GA4 · SEO (Technical, On-Page) · B2B Funnel Engineering · A/B Testing

Automation & Product Stack API Integrations (Resend, OpenRouter) · CRM Architecture · React.js · JavaScript · Zapier/n8n · WordPress/Shopify · Cloudflare · CI/CD

PROFESSIONAL EXPERIENCE

Capital Markets & Client Systems Operator

Upstox (RKSV Securities India Pvt. Ltd.) | Remote | Aug 2019 – Present

NSE-Registered Authorized Person (AP2513015291). Full-cycle client operations across equity and derivatives.

- Acquired and actively managed a portfolio of **500+ trading clients** across equity and derivatives, driving consistent brokerage revenue through strategic onboarding and data-informed advisory workflows.
- Engineered client segmentation frameworks mapping trading behavior, risk appetite, and portfolio composition — enabling precision-targeted cross-selling of derivative instruments while maintaining **full SEBI and NSE compliance** across onboarding, KYC, and transaction reporting.
- Designed repeatable acquisition funnels blending **performance marketing** with referral systems, compressing cost-per-acquisition while scaling account openings and delivering real-time market intelligence to active traders.

FinTech Systems Engineer (Independent Projects)

Self-Initiated | Remote | 2022 – Present

- **CRMIlakai — AI-Powered Agri-FinTech ERP**: Architected a production agricultural CRM handling lakhs of records with server-side pagination, RBAC, and Supabase-driven data architecture integrating crop cycle analytics, soil health dashboards, irrigation insights, and JWT-based audit metadata for enterprise scalability.
- **KYRA — AI Farmer Recognition System**: Built a computer-vision identity engine atop **AWS Rekognition** enabling real-time farmer identification linked to customer profiles, land records, purchase history, and predictive fertilizer demand — compressing field-team decision cycles during supply-constrained periods.
- **Defitex.us & Defitex.in — Cross-Border Workforce Platform**: Engineered a US-market staffing and RPO platform with candidate/job portals, scheduling, and analytics; designed B2B landing pages with UTM architecture, conversion tracking, and automated email pipelines via **Resend APIs on Supabase Postgres** — transforming paid traffic into qualified B2B staffing leads.

KEY PROJECTS

CRMIlakai + KYRA — Agri-ERP Ecosystem with AI Identity Engine

React · Supabase · AWS Rekognition · JWT Auth · CSV Export Pipeline

- Modular, enterprise-grade agricultural CRM unifying customer lifecycle management, land-record tracking, crop-harvest analytics, and AI-powered farmer recognition — serving field teams with real-time, profile-linked intelligence that accelerates sales execution, inventory planning, and fertilizer distribution across **lakh-scale datasets**.

Defitex Cross-Border Staffing Platform

React · Supabase · Resend API · GTM · Meta Ads · SEO

- Full-stack B2B staffing acquisition engine spanning US and Indian markets, integrating programmatic landing pages, conversion-optimized funnels, automated email workflows, and analytics infrastructure — transforming paid ad traffic into measurable **recruitment-process-outsourcing pipeline**.

EDUCATION

Master of Commerce — Finance & Accounting

Savitribai Phule Pune University | 2021 | **CGPA: 8.94/10 (A+) — 81.13%**

Bachelor of Commerce

Savitribai Phule Pune University | 2019 | **First Class**

CERTIFICATIONS & TECHNICAL PROFICIENCY

Regulatory: NSE-Registered Authorized Person (AP2513015291) · SEBI Compliance Framework

Technology & Platforms: React.js, JavaScript, Python, SQL, Supabase, AWS Rekognition, OpenRouter, Ollama, Google Ads, Meta Ads, Google Tag Manager, Google Analytics, Search Console, Cloudflare, WordPress, Shopify, Resend, Zapier, Git