

BHAWAY BHALLA

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PROFESSIONAL SUMMARY

Results-driven professional with hands-on commercial experience across Technical Support, Customer Experience (CX), Customer Success, SaaS Sales, Business Development, Digital Marketing, AI Tools, and Product Building. Extensive experience troubleshooting complex technical incidents in enterprise client environments at Concentrix (Dell Technologies Client Operations), delivering high-retention customer support at Uber Operations, and driving customer acquisition and software sales at BYJU'S and Stellar Information Technology. Deep practical expertise in Generative AI, Agentic AI, AI Operations, Prompt Optimization, Workflow Automation, Technical SEO, Full-Stack Web Development, and Digital Business Operations.

CORE COMPETENCIES

Applied Generative AI • Prompt Optimization • Custom GPTs • AI Workflow Automation (Make / Zapier / n8n) • AI Operations • AI Tool Evaluation • Customer Lifecycle Management • Customer Retention • SaaS Operations • Revenue Operations • Product Operations • Technical Support • Incident Resolution • Remote Diagnostics • Escalation Management • Customer Experience (CX) • Customer Success • SaaS Sales • Consultative Selling • Lead Generation • CRM Platforms • Technical SEO • Local SEO • YouTube SEO • Content Marketing • Email Copywriting • Web Applications • WordPress Development • UI/UX Fundamentals • Rapid Prototyping • Business Strategy • Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

DIGITAL SYSTEMS ARCHITECT & AI PROJECT BUILDER2023 – Present

Independent Ecosystem & Digital Ventures

Architected, built, and scaled multiple production digital platforms across Artificial Intelligence, Web Development, Content Distribution, and Music Publishing.

Key Ventures: AI Is Everywhere (5,000+ AI tools directory), Bhaway Beats (991+ original musical tracks), Streamnest Productions (100+ videos and podcasts), Bhaway Worlds, Prompt Lagao, Manch.

Core Responsibilities: Modern Web Application Development, Workflow Automation, AI Operations, Prompt Optimization, Technical SEO, Growth Marketing, Product Launch Strategy, Content Distribution.

TECHNICAL SUPPORT SPECIALISTEnterprise Support Operations

Concentrix (Dell Technologies Client Operations)

Responsibilities: Hardware and software diagnostic troubleshooting, remote assistance, operating system support, escalation resolution, customer service excellence, and strict enterprise SLA compliance.

CUSTOMER SPECIALISTGlobal Support Operations

Uber Support Operations

Responsibilities: High-volume customer issue resolution, account security management, customer lifecycle retention, service recovery, dispute mediation, and escalation handling across multi-tier support channels.

BUSINESS DEVELOPMENT TRAINEEEdTech Growth Operations

BYJU'S

Responsibilities: Consultative selling, lead qualification, student and parent academic counseling, CRM pipeline tracking, product value demonstration, and customer relationship development.

TECHNICAL SUPPORT & SAAS SALES ASSOCIATETechnical & Sales Operations

Stellar Information Technology

Responsibilities: Technical customer consultation, data recovery software demonstrations, SaaS licensing sales, client problem resolution, objection handling, and relationship management.

DIGITAL MARKETING & GROWTH SPECIALISTContract Growth Role

Saakh

Responsibilities: Search engine optimization (SEO), content strategy, social media campaign planning, brand visibility growth, landing page optimization, and inbound lead generation funnels.

TELESALES & CLIENT COMMUNICATIONS EXECUTIVEEarly Career Role

Medical Minds

Responsibilities: Client outreach, product communication, inbound inquiry qualification, CRM record updating, and commercial coordination.

TECHNICAL SKILLS

Applied Generative AI, Prompt Optimization, Prompt Engineering, Custom GPTs, Workflow Automation (Make / Zapier / n8n), AI Operations, AI Tool Curation, Product Operations, Customer Lifecycle Management, Customer Retention, SaaS Operations, Technical Support, Remote Troubleshooting, System Diagnostics, Website Development, WordPress, UI/UX Prototyping, Technical SEO, Local SEO, YouTube SEO, Content Strategy, Growth Marketing, Email Marketing, Lead Generation.

AI TOOLS & MODERN CODE EDITORS

OpenAI API, Anthropic API, Google AI Studio, ChatGPT (OpenAI), Claude (Anthropic), Gemini (Google), Cursor, Windsurf, Perplexity, NotebookLM, Microsoft Copilot, GitHub Copilot, Codex, Lovable, Make, n8n, Zapier, Google Flow, Midjourney, AI Productivity Systems.

CLOUD, WEB & MARKETING TECHNOLOGIES

Cloudflare, Vercel, Supabase, Firebase, WordPress, Webflow, Figma, Framer, Canva, Google Analytics 4, Google Search Console, Google Ads, Meta Ads Manager, YouTube Studio, HubSpot CRM, Salesforce CRM, Email Marketing Platforms.

CERTIFICATIONS

- **Future Ready Product Management with Applied AI** – upGrad (2025)
- **Generative AI Foundations** – Microsoft × upGrad (2025)
- **The Complete Digital Marketing Course (12 Courses in 1)** – Udemy (2024)
- **Social Media Marketing Mastery** – Industry Certified (2024)
- **Professional Skills I & II** – NIIT (2021)
- **Google Digital Marketing** – Google (2018)

KEY PROJECTS

- **AI Is Everywhere** – Flagship AI Tools Directory and Discovery Engine indexing 5,000+ artificial intelligence tools.
- **Bhaway Beats** – Global Original Music Catalog comprising 991+ original musical tracks streaming across Spotify, Apple Music, and YouTube.
- **Streamnest Productions** – Digital Media & Video Production Platform producing 100+ videos, podcasts, and episodic series.
- **Bhaway Worlds** – Thought Catalog and Content Ecosystem focusing on technology, mental models, and creative leverage.
- **Prompt Lagao** – Prompt Engineering and AI Workflow Systems Initiative for high-productivity automation.

LANGUAGES

English (Professional Working Proficiency), Hindi (Native / Full Working Proficiency)