

Dhiraj

Research-Led Growth Strategist & Full-Stack Developer

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### Professional Summary

I blend customer research, conversion strategy, AI workflow design, and modern Next.js implementation to help digital brands turn unclear growth problems into fast, trustworthy web experiences and repeatable operating systems.

### Core Skills

Customer Research, Conversion Optimization, Marketing Strategy, Next.js Development, AI Prompt Engineering, SEO & Information Architecture, Automation, Analytics.

### Experience

2024 - Present | Founder & Growth Systems Partner | Digital Dhiraj

- Lead research-backed strategy, CRO, AI workflow design, and Next.js delivery.
- Build reusable discovery, research, and conversion audit systems.
- Translate customer insight into page structure, copy, proof, and experiments.

2022 - 2024 | Marketing Strategy & Conversion Consultant | Independent

- Supported digital brands with customer research, funnel diagnosis, landing page improvements, and paid campaign messaging.
- Created research-backed creative angles and objection maps.

2020 - 2022 | Web & Automation Builder | Freelance Projects

- Designed and developed responsive websites, internal workflows, and lightweight automation systems.
- Delivered mobile-first interfaces with strong performance fundamentals.

### Education

Tribhuvan University | Bachelor's Degree, Business & Technology Focus

Continuous Professional Learning | Modern Web, AI, CRO, and Growth Strategy

### Certifications

Google Analytics fundamentals, Meta Ads strategy, Technical SEO, AI prompt engineering, Accessibility-first web design.

### Projects

Premium Portfolio Engine, AI Research Sprint Workspace, SaaS Demo Conversion System.

### Languages

English, Nepali, Hindi