

Avdhoot Fulsundar

Growth & Content

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[GitHub](#) | [LinkedIn](#) | [Writing Portfolio](#)

EXPERIENCE

- Trayve** | *Co-founder and CEO* India | Aug 2025 - Present
- Grew an AI fashion photography product from zero to **738 verified signups** and **2,800+ unique users**, owning GTM, content, SEO, and customer onboarding end to end
 - Scaled organic search impressions **14x in six months** (416 to 5,685 per month) by building an SEO layer of 11 competitor comparison pages
 - Took the site from 0 to **57 indexed pages** and **536 ranking queries**, with 194 non-brand keywords in the top 10 and 47 in the top 3
 - Drove **900+ users from Google organic** and 133 from ChatGPT referrals, an early channel most competitors are not tracking yet
 - Instrumented the full product funnel in PostHog: 43% of signups upload a garment, 54% of those complete a generation, 67% of those download the result
 - Ran cold outreach and handled customer conversations directly, from first contact through onboarding
- Codecademy** | *Technical Content Contributor* Remote | Nov 2023 - Present
- Built and shipped **4+ full courses** on AI products and frameworks, writing the articles, recording the videos and demos, and managing the docs platform
 - Authored lessons for **Learn Java** covering abstraction, polymorphism, variable scope, and storage classes
 - Created **SkillShorts**, short-form courses on Windsurf, Flowise, Letta, and Perplexity
 - Wrote **20+ technical articles** and reviewed **50+ contributions** from other authors on GitHub
- CreativeScript** | *Front-end Developer Intern* Remote | Apr 2025 - Jun 2025
- Built 5-6 client projects in Next.js and React, including 3 full websites with 20+ pages each, API integrations, multi-language support, and Framer Motion animations
- freeCodeCamp** | *Technical Contributor* Remote | Aug 2022 - Nov 2023
- Authored 3+ tutorials and productivity guides for a large developer readership
- Studytonight** | *Content Strategist* Remote | Feb 2023 - Oct 2023
- Built the keyword strategy behind the site's technical content, mapping topics to search intent and prioritizing the content roadmap around it
- Studytonight** | *Technical Writer* Remote | Jun 2022 - Jan 2023
- Wrote **50+ technical articles** on programming languages and developer tools

PROJECTS

- Instagram UGC & Carousel Automation** Next.js, Supabase, Google Vertex AI API, Vercel
- Automation that takes generated video clips and assembles them into a consistent Instagram carousel format, removing the manual editing step from the content pipeline. Currently in testing.
- X Post Curation Extension** WXT, React, Gemini API
- Chrome extension that formats and categorizes viral X posts into a structured library. Built for a founder I work with, saves hours of manual sorting every day.
- GitStart** | [Link](#) React, Firebase, Gemini API, Tailwind CSS
- AI tool that analyzes any GitHub repository and generates a step-by-step setup guide for first-time contributors, plus recommends suitable starter issues. Built to lower the barrier to open source contribution.
- Reflaash** | [Link](#) Next.js, Supabase, Anthropic API, Vercel
- Speed reading web app with single-word and full-sentence modes, ambient background music, and progress tracking. Works with articles, books, and pasted text.

SKILLS

Growth & Marketing: SEO (technical, programmatic, keyword strategy), content strategy, cold outreach, customer onboarding, social media marketing, copywriting

Analytics & Tools: PostHog, Google Search Console, Google Analytics, Clerk, Vercel, Git, GitHub

Technical: JavaScript, Python, React, Next.js, REST APIs, MongoDB

EDUCATION

- Vishwakarma Institute of Technology** | *B.Tech, Artificial Intelligence and Data Science* Pune, India | Nov 2022 - Jul 2025
- CGPA: 8.6