

RAHUL RANJAN

Business Analyst | Product Owner | AI Driven Platform Builder

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PROFESSIONAL SUMMARY:

BCA graduate with hands-on experience as the sole Product Owner and Platform Lead for a live, production grade Bulk SMS SaaS platform at Foxnett currently serving enterprise and SME clients across Nepal via direct NTC and NCELL carrier integrations. Responsible for the complete product lifecycle: requirements gathering, user story writing, sprint backlog management, UI/UX review, manual quality assurance (QA), API documentation, and client onboarding. Experienced in AI assisted development workflows (Cursor, ChatGPT) and Google certified in Digital Marketing. Seeking a Business Analyst, Product Manager, or Technical Project Coordinator role where I can apply proven product ownership and analytical skills in a structured team environment.

SKILLS:

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| ➤ Requirements Gathering & Analysis | ➤ Goto Market Strategy & Competitive Analysis |
| ➤ User Story Writing & Acceptance Criteria | ➤ SEO & Content Marketing (Google Certified) |
| ➤ Product Backlog Management & Prioritization | ➤ Google Analytics & Conversion Funnel Tracking |
| ➤ Manual QA & Functional Testing | ➤ Email Campaign Design & Lead Generation |
| ➤ Bug Tracking & Root Cause Analysis | ➤ SQL — PostgreSQL, MySQL (Querying & Reporting) |
| ➤ API Documentation & Technical Writing | ➤ AI Assisted Development (Cursor, ChatGPT) |
| ➤ Client Communication & Stakeholder Management | ➤ Git & GitHub — Version Control & Collaboration |
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Tech Exposure: React, Vite, Tailwind CSS, Node.js, Express, Prisma, Django, REST APIs, Supabase, Docker, JWT Authentication

PROFESSIONAL EXPERIENCE:

Platform Lead - Bulk SMS SaaS | Foxnett | January 2026 – Present

Live platform: sms.foxnett.com | Stack: React, Node.js, PostgreSQL, Supabase, JWT | Carriers: NTC, Ncell,

- Owned the full product lifecycle as the sole platform lead — from initial requirements through live deployment for a production SaaS platform serving enterprise clients across Nepal.
- Gathered and translated client business requirements into detailed user stories, acceptance criteria, and sprint ready development tasks, reducing ambiguity and revision cycles.
- Reviewed all UI implementations against product specifications before each release, identifying and resolving layout and workflow deviations prior to client delivery.
- Designed and executed manual test scenarios covering functional, edge case, and regression testing including duplicate number handling, API timeout behavior, credit billing logic, and empty list edge cases.
- Authored complete REST API documentation enabling client developers at banks, logistics firms, and retail businesses to integrate SMS capabilities into their existing systems.

- Onboarded 10+ business clients onto the platform, delivered product demos, and collected structured feedback that directly shaped the feature roadmap.
 - Conducted competitive analysis of 5+ SMS service providers in Nepal, identified 3 core product differentiators, and developed a go to market strategy targeting educational institutions, retail chains, and logistics companies.
 - Designed email nurture sequences and LinkedIn outreach campaigns for lead conversion, engaging with prospective clients to validate product market fit.
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Web Development Intern | Pi Innovation | 2025

- Collaborated directly with 3+ clients to gather requirements and translate technical solutions into clear business deliverables, reducing back and forth revision cycles.
 - Maintained regular client communication throughout project lifecycles, proactively addressing concerns and providing progress updates.
 - Worked with MySQL and SQLite databases for dynamic data handling, querying, and reporting tasks.
 - Used Git and GitHub for version control and agile team collaboration across multiple active projects.
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PROJECTS

EduQuiz — AI Powered MCQ Generator | Creator, Product Manager & Marketer 2024 – 2025

Live: eduquiz7zdk.onrender.com | Stack: Django, DRF, PostgreSQL, NLTK, TFIDF, Docker, Render

- Designed, built, and launched an intelligent multiple choice question generator using NLP techniques (NLTK, TFIDF) with integrated OCR document parsing — managed all product, development, and marketing responsibilities independently.
 - Achieved 50+ organic user signups within the first month through targeted LinkedIn outreach, SEO optimization, and educational community engagement.
 - Implemented Google Analytics to track user behavior and optimize the conversion funnel, directly improving visitor to signup rate.
 - Containerized the full application using Docker and deployed on Render for scalable, zero downtime hosting.
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EDUCATION

Bachelor in Computer Applications (BCA) | Tribhuvan University, Nepal Graduated 2026
Relevant Coursework: Database Management, Web Technologies, Software Engineering, Business Communication, Ecommerce

CERTIFICATIONS

Fundamentals of Digital Marketing - Google Digital Garage (26hour program) March 2023

Covered SEO, SEM, email marketing, social media strategy, web analytics, and data driven decision making.

ADDITIONAL INFORMATION

Availability: Immediate | Open to Biratnagar, Kathmandu and Remote roles.

Languages: Nepali (Native), English (Professional), Hindi (Conversational).