

# B. SUBINESH

AI & Data Science Student | SEO & GEO Enthusiast | Content Optimization | Tech-Driven Growth  
+91 9087352282 • subinesh21@proton.me • linkedin.com/in/subinesh-b-92125a323 • github.com/Subinesh21  
Alathur, Chengalpat Dist • DOB: 21-02-2005

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## OBJECTIVE

Passionate AI & Data Science student seeking the SEO and GEO Expert Internship. I bring a strong foundation in AI/ML, LLMs, and data-driven thinking — directly applicable to Generative Engine Optimization (GEO) and AI-driven search strategies. Eager to apply technical skills to improve organic visibility, optimize content for AI-powered answer engines.

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## EDUCATION

**Bachelor of Engineering — Artificial Intelligence & Data Science** 2022 – 2026  
Anand Institute of Higher Technology | **CGPA: 7.8**

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## RELEVANT SKILLS & COMPETENCIES

### SEO & GEO Relevant

- Understanding of Search Engine Optimization (SEO): on-page, off-page, and technical SEO concepts.
- Generative Engine Optimization (GEO): optimizing content for AI-powered answer engines (ChatGPT, Gemini, Perplexity).
- Familiarity with Google Analytics, Search Console, and SEO metrics tracking.
- Content strategy thinking: creating structured, AI-friendly content for improved search visibility.
- Keyword research and search intent analysis using LLM-driven insights.

### AI & LLM Expertise (Directly Applicable to GEO)

- Hands-on experience with LLMs: Gemini, Llama, DeepSeek, Hugging Face, Ollama.
- Built AI-driven chatbots using Gemini AI, LangChain, and FAISS for context-aware Q&A — core GEO skill.
- Understanding of how AI answer engines retrieve, rank, and cite sources — critical for GEO strategy.
- Prompt engineering and AI content optimization for accurate, retrievable responses.

### Technical Skills

- Programming: Python, JavaScript, Kotlin
- Web: React, Next.js
- Databases: MongoDB, Firebase
- Cloud: Google Cloud Platform (GCP)
- Mobile: Android Studio

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## INTERNSHIP EXPERIENCE

**Blockchain Development Intern** Jan 2025 – Feb 2025  
[Vodafone Intelligent Solutions \(VOIS\)](#)

- Developed a blockchain-based land registry system — required research, documentation, and technical writing skills applicable to SEO content creation.
- Gained experience in presenting complex technical concepts clearly — a skill transferable to creating SEO-optimized, audience-friendly content.
- Collaborated in a professional team setting, mirroring the content + marketing team collaboration required in this role.

**AI & ML Learning Intern** Nov 2022 – Dec 2022  
[Pantech Solutions](#)

- Worked on real-world AI/ML tasks — builds foundation for understanding how AI search engines process.
- Hands-on experience with data preprocessing and neural networks — directly supports understanding AI-driven search optimization.

## PROJECTS

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### **Thulira (www.thulira.com)** — *Freelance Project (In Progress)*

- Building a full-stack e-commerce platform for a sustainable home-goods business selling biodegradable kitchenware and gardenware (cups, bowls, etc.) using Next.js, React, TypeScript, and MongoDB.
- Delivering end-to-end features including product listings, shopping cart, user authentication, admin dashboard, and payment integration — complete ownership from design to deployment.
- Demonstrates real-world client communication, SEO-friendly architecture decisions, and full-stack development skills in a commercial setting.

### **Smart FAQ Bot with Gemini AI** — *GEO Relevance: High*

- Built an AI chatbot using Gemini AI, LangChain, and FAISS that retrieves and answers questions from structured data.
- This project directly mirrors GEO: understanding how AI engines retrieve, contextualize, and surface content — the core challenge of Generative Engine Optimization.
- Demonstrates ability to think about how content is structured for AI consumption, not just traditional search.

### **Mentor Connect App** — *Demonstrates: Content Structure & User Intent*

- Kotlin-based mobile app with real-time scheduling, session tracking, and AI chatbot for personalized guidance.
- Designed user flows and content architecture — skills directly applicable to website content optimization and SEO-friendly content structuring.

### **Blockchain-Based Decentralized File Storage**

- Full-stack decentralized app using React, MetaMask, and IPFS — shows ability to work across technical and content layers.
- Documenting and presenting complex technical systems sharpened ability to write clear, structured content.

## WHY I'M A STRONG FIT FOR THIS ROLE

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The SEO & GEO Expert Internship is a perfect intersection of my AI expertise and growing passion for digital content strategy. My hands-on work with LLMs (Gemini, LangChain, FAISS) gives me a first-principles understanding of how AI search engines ingest, evaluate, and surface content — which is exactly what GEO requires. I am available for immediate start, can commit to the full internship duration (WFH), and am deeply motivated to contribute meaningfully to organic visibility improvements.

## CERTIFICATIONS & ACHIEVEMENTS

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- Winner — Innovators Day (Made a AI Voice assistant using Python)
- Blockchain Development Intern Certificate — Vodafone Intelligent Solutions (VOIS), Apr 2024
- AI & ML Intern Certificate — Pantech Solutions, Dec 2022

## LANGUAGES

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- English (Professional Working Proficiency)
- Tamil (Native)