

SHINAS AR

AI Engineer & Automation Specialist

Dubai, UAE — +971 526 581 900 — shinasar123@gmail.com
linkedin.com/in/shinas-ar — shinasar.vercel.app — github.com/shinas123

Professional Summary

AI Engineer and automation specialist who ships production systems using agentic AI tooling (Claude Code, Google Antigravity) and the Anthropic ecosystem (Claude API, Model Context Protocol). Delivered a live algorithmic-trading platform with TradingView Advanced Charts and broker API integration, an AI-driven financial education platform, and a custom Python MCP server unifying Meta Ads and Google Analytics into automated weekly and monthly PDF reporting. Pairs AI-augmented building with hands-on performance-marketing execution — Meta & Google Ads, SEO, n8n automation, and CRM lifecycle workflows. Track record: 30%+ organic visibility growth, 2x ad engagement, 70% faster lead response, 60% reduction in manual sales ops. Targeting AI Engineer, Automation Engineer, and AI Product roles in Dubai fintech, SaaS, and enterprise.

Core Skills

AI & MCP: Claude API, Claude Code, Google Antigravity (agentic IDE), Model Context Protocol (Python MCP servers), prompt engineering, AI chatbots (RAG, function calling, voice input), AI sales-call agents, Anthropic SDK, OpenAI SDK

Web Development & Tooling: HTML, CSS, JavaScript, React (basics), Next.js, Vite, Three.js, Tailwind CSS, Python (basics, MCP SDK), REST & webhook APIs — shipped via agentic AI development (Claude Code, Google Antigravity)

Backend & Infra: Supabase (Postgres, Row-Level Security, Auth, Edge Functions, Storage), Vercel (deployments, edge runtime, cron), serverless functions, Git/GitHub, n8n workflow automation

Integrations: TradingView Advanced Charts widget, Leverate broker API, Meta Marketing API, Meta / Instagram Graph API, Google Analytics 4 Data API, Google Search Console API, WhatsApp Business API, HubSpot CRM, Stripe, Omnisend, Vapi (AI voice agents)

Digital Marketing: Meta Ads Manager, Google Ads, technical & on-page SEO, conversion rate optimisation, content marketing, email automation, lead generation funnels

Analytics & Tools: GA4, Google Search Console, Looker Studio, Hotjar, Microsoft Clarity, Semrush, Figma, Obsidian knowledge graphs

Professional Experience

AI Engineer & Automation Specialist

Feb 2026 – Present

Wall Street Jr Investments — Dubai, UAE

- Solo builder of two production platforms for a Dubai-based financial services group: **TopStocx** (algorithmic trading platform) and **WSJR School** (financial education academy) — shipped using agentic AI development (Claude Code, Google Antigravity).
- Delivered **TopStocx** on Next.js + Vite + Supabase + Vercel — integrated the **TradingView Advanced Charts widget** and the **Leverate broker API** for live market data on a custom `/chart` Supercharts page, with watchlists and per-user session state in Supabase Postgres.
- Shipped **WSJR School** (`wsjrschool.com`) on Next.js + Supabase + Vercel with course content, lead capture, SEO foundations, and a Meta + Google Ads funnel targeting GCC and Indian retail-investor audiences.
- Built a **custom Model Context Protocol (MCP) server in Python** unifying Meta Marketing API and GA4 Data API into one queryable surface for Claude; ships a scheduled weekly + monthly auto-PDF reporting pipeline that emails performance digests to leadership without manual intervention.
- Designed and deployed AI chatbots (Claude API) with voice input, RAG over course material, and real-time financial-data tools for 24/7 lead engagement.
- Built an **Instagram DM automation** on n8n for the CEO's personal brand: Meta Graph API webhook ingests new followers, DMs, post comments, and ad leads; a stateful router runs a multi-stage conversation (welcome → ask phone → ask email → thank you), persists leads to Google Sheets, and notifies the sales team in Slack — fully replacing manual DM handling.
- Built a **Three.js** particle-system hero with a Bloomberg-terminal aesthetic for the TopStocx landing page.
- Built a structured **Obsidian knowledge graph** as the company's internal ops wiki — covering 3 entities, shared infra, AI agents, and runbooks — replacing scattered docs.
- Ran end-to-end performance marketing across both platforms (Meta + Google Ads creative, campaign structure, audience targeting, conversion tracking); delivered 40% faster dev cycle via agentic tooling, 30%+ organic-visibility growth in 60 days, 70% faster lead response.

Digital Marketing & Media Executive

Dec 2025 – Feb 2026

Nara Properties — Dubai, UAE

- Built `naraproperties.co` on WordPress — property-listing site with custom design, mobile optimisation, and SEO-ready structure.

- Developed *bhbcentre.com* using Lovable AI — complete business site delivered through AI-assisted development.
- Engineered an n8n automation pipeline connecting website contact forms to CRM with zero manual lead handling.
- Designed Meta and Google Ads strategy for real-estate lead generation: audience targeting, creative direction, and campaign structure.

Digital Marketing Intern

Mar 2024 – Nov 2025

Tron Digital — Abu Dhabi, UAE (Remote)

- Conducted technical SEO audits for clients including Hand Car (Abu Dhabi), improving technical health scores and search rankings.
- Built content calendars for Indus Education, increasing social reach by 40% and engagement by 55%.
- Optimised Google Business Profiles for service brands, improving local search visibility by up to 60%.
- Built internal n8n automation workflows to streamline agency reporting and operations.

Freelance Web & Marketing Automation

2023 – Present

Independent — Remote

- Designed automated lead-to-CRM pipelines for real estate and service businesses via Meta Ads + website forms + n8n.
- Developed and optimised Shopify stores (*PetLoomOfficial.com*, *LakshmiHerbals.com*): +30% organic traffic, +25% conversions.
- Created AI-driven ad creatives delivering 2x higher engagement vs static.
- Built **AI sales-call agents on Vapi** for outbound qualification and appointment-booking flows, reducing manual follow-ups by 60%.

Key Projects

TopStocx Algorithmic Trading Platform. *topstocx.com*. Next.js + Vite + Supabase + Vercel. Live TradingView Advanced Charts widget wired to Leverate broker API for real-time market data; */chart* Supercharts page with watchlists, indicators, and per-user session state in Postgres (RLS). Three.js particle hero, FinAI chatbot with voice input, Bloomberg-terminal aesthetic. Solo build, Feb 2026 – present.

WSJR School — Financial Education Platform. *wsjrschool.com*. Next.js 14 App Router, Supabase auth + Postgres, Vercel edge. Course content schema, lead capture, AI chatbot, full Meta + Google Ads funnel for GCC and Indian audience. Solo build, currently in launch phase.

Marketing Analytics MCP Server. Standalone Python MCP (Model Context Protocol) server exposing Meta Marketing API + Google Analytics 4 Data API as a unified tool surface for Claude. Reusable across multiple ad accounts and properties. Production-deployed weekly + monthly auto-PDF reporting pipeline running on scheduled tasks, delivering performance digests to leadership by email.

Instagram DM Automation — CEO Personal Brand. n8n workflow for Wall Street Jr's CEO Instagram account. Meta Graph API webhook routes 4 event types (new follower, DM, post comment, Meta Ad lead) into a stateful conversation engine that tracks per-user stage (welcome / ask phone / ask email / complete), sends replies via Instagram Graph API, persists captured leads to Google Sheets, and pings the sales team in Slack. Zero manual DM handling.

WSJR Internal Knowledge Graph (Obsidian). Structured wiki covering 3 group entities, shared infrastructure, AI agent registry, and operational runbooks. Replaced ad-hoc Google Docs with a queryable knowledge layer.

Nara Properties & BHB Centre. *naraproperties.co* (WordPress) and *bhbcentre.com* (Lovable AI) with full CRM lead automation via n8n. Two production sites delivered inside a 2-month engagement.

Education

Bachelor of Computer Applications (BCA) — Calicut University, Kerala, India — 2023

Certifications

- **Agentic AI & Automation Specialisation** — Udemy / Anthropic Academy — 2025
- **Google Digital Marketing & E-commerce Professional Certificate** — Coursera (issued by Google) — Mar 2025
- **HubSpot Inbound Marketing Certified** — HubSpot Academy — Feb 2025 (valid through Mar 2027)
- **The Complete Digital Marketing Guide** (27 courses · 86.5 hours) — Udemy — Feb 2025
- **Semrush SEO Crash Course** — Semrush — 2024

Languages

English (Fluent) — Malayalam (Native) — Arabic (Basic)