

Tushar Karmakar

Technical Operations & Automation Specialist · Web Developer · AI & Workflow Expert

Helping businesses build better systems, run smoother operations, and grow digitally.

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5+

Years of Experience

10+

Projects Delivered

3

Restaurant Systems Built

6+

Certifications Earned

1

Agency Founded

Who is Tushar Karmakar?

Tushar is a multi-disciplinary technical professional who bridges the gap between software development, enterprise IT operations, AI automation, and digital marketing. He has worked in high-pressure production environments managing critical incidents and SLA compliance, while simultaneously building websites, automation tools, and digital marketing campaigns for businesses. He is the founder of BrandNest Agency — a digital solutions brand offering end-to-end tech and marketing services.

KEY VALUE PROPOSITION

When you work with Tushar, you don't just get a developer — you get someone who understands operations, incident management, automation, support workflows, and digital marketing all at once. This means fewer handoffs, faster delivery, and better results.

What Can We Work On Together?

A complete overview of every capability Tushar brings. Whether you need a website built, an operational process improved, or an AI automation set up — it's all handled under one roof.

Website Development

- Business & Portfolio Websites
- Landing Pages
- Admin Dashboards
- AI-Integrated Websites
- Custom Web Applications
- E-commerce Platforms
- CRM-Based Systems

Website Support & Maintenance

- Website Monitoring
- Bug Fixing & Technical Support
- Performance Optimization
- Backend Support
- API Integrations
- Database Management
- Hosting, Deployment & Regular Updates

AI & Automation

- AI Chatbots
- Auto-Reply Systems
- Lead Automation
- CRM Automation
- Workflow Automation
- AI Content Systems
- Prompt Engineering

IT Operations & Support

- Incident Management
- Production Support
- P1/P2 Escalation Handling
- SLA Monitoring
- Queue Management
- Root Cause Analysis (RCA)
- Stakeholder Communication

Tech Stack

Core Development

React, Next.js, Node.js, Firebase, MongoDB, SQL, WordPress, REST APIs, Vercel

AI, Automation & Operations

AI Chatbots, Automation, Prompt Engineering, GitHub Copilot, Meta Ads, ITSM, Incident Management, ITIL 4

Enterprise Operations Experience — Tenarai (Formerly Infogain)

Tushar has real-world enterprise experience as an Incident Manager and Production Support Specialist at Tenarai (formerly Infogain) — a globally operating technology services company. This means he doesn't just understand theory; he has handled real production systems, live incidents, and critical client-facing operations at an enterprise level.

What is ITSM — And Why It Matters for Your Business

ITSM (IT Service Management) is the structured process companies use to manage all IT services, technical support, incident resolution, and operational workflows — so nothing falls through the cracks. Every business that relies on websites, apps, or digital tools needs proper ITSM processes in place. Without it, technical issues go untracked, teams get overwhelmed, customers experience downtime, and revenue is lost. Tushar has hands-on experience implementing and managing these systems.

Common Incident Types & How They're Handled

Incident Type	How It's Handled
Website downtime	Auto-detection, escalation to right team, fix within SLA
App login errors	Root cause analysis, patching, post-incident review
Payment failures	Priority-1 incident raised, all-hands coordination, resolution
Performance issues	Monitoring alerts, optimization, performance benchmarking

Incident Management — End-to-End

- ▶ Monitoring production systems 24/7
- ▶ Detecting and classifying incidents (P1-P4)
- ▶ Coordinating multi-team response
- ▶ Escalation to senior stakeholders
- ▶ Maintaining detailed incident logs
- ▶ Root Cause Analysis (RCA) documentation
- ▶ Post-incident review and learnings
- ▶ Preventing repeat incidents

SLA Monitoring — Staying Within Commitments

An SLA (Service Level Agreement) defines how quickly issues must be resolved. Breaching an SLA means failing the client — and in enterprise environments, this leads to penalties and loss of trust.

Priority	Issue Type	Target
P1 — Critical	Full system outage / revenue-impacting	Within 1 Hour

Priority	Issue Type	Target
P2 — High	Major feature down / many users affected	Within 4 Hours
P3 — Medium	Partial issue / workaround available	Within 24 Hours
P4 — Low	Minor / cosmetic / non-urgent	Within 72 Hours

ITIL 4 Framework — The Gold Standard of IT Operations

ITIL (Information Technology Infrastructure Library) is the globally recognised framework for managing IT services efficiently. Companies like Google, Microsoft, and Amazon worldwide use ITIL to standardise their IT operations. Tushar holds the **ITIL 4 Foundation certification**, meaning he can apply these best practices directly to your business.

- ✓ Structured incident and problem management processes
- ✓ Better service quality and customer satisfaction
- ✓ Clear escalation paths and accountability
- ✓ Improved workflow efficiency across teams
- ✓ Reduced operational downtime and faster recovery
- ✓ Continuous improvement mindset built into operations

Projects Built & Delivered

Real-world systems built and deployed for businesses. A breakdown of key projects and what was delivered:

Project	Type	What Was Built	Status
Restaurant Order Management Systems	Full-Stack Web App	Order tracking, admin management, database integration, workflow handling — deployed for 3 restaurants	● Live
Automation Tools Suite	AI / Automation	Workflow automation, auto-reply systems, lead handling, AI-assisted operations	● Delivered

Project	Type	What Was Built	Status
Marketplace Platform	Scalable Web Platform	Multi-user workflows, backend integrations, scalable architecture, marketplace logic	● Ongoing
Informatic Website	Information Platform	Modern UI/UX, information management system, backend structure and integrations	● Ongoing
BrandNest Agency Website	Business / Portfolio	Full agency website showcasing services, built with modern stack, deployed on Vercel	● Live

BrandNest Agency — Founded by Tushar

BrandNest Agency is Tushar's own digital solutions brand — a one-stop shop for businesses looking to build, grow, and automate their digital presence. The agency offers everything from website development and AI integration to social media marketing and brand strategy.

BrandNest is not just a freelance operation — it is a structured agency with defined service packages, client workflows, and delivery processes. Clients get professional service with the reliability of a system, not just one person.

→ Website design, development & maintenance

→ Brand identity and positioning

→ AI chatbots and automation setup

→ Lead generation systems

→ Social media content & management

→ SEO and digital growth strategy

→ Meta Ads — Facebook & Instagram campaigns

→ End-to-end digital transformation support

Freelancing & Digital Marketing Work

Beyond agency work, Tushar has directly executed digital marketing campaigns for clients including commercial ad campaigns on Meta platforms, influencer campaign coordination, LinkedIn brand-

building, and content strategies for multiple verticals. His marketing work is data-driven — always focused on measurable outcomes like leads, engagement, and conversions.

<p>Instagram Marketing</p> <ul style="list-style-type: none"> • Content Strategy • Reels & Carousel Posts • Engagement Growth • Hashtag Research 	<p>Facebook / Meta Ads</p> <ul style="list-style-type: none"> • Ad Campaign Setup • Audience Targeting • Budget Optimization • A/B Testing 	<p>LinkedIn Branding</p> <ul style="list-style-type: none"> • Profile Optimization • Company Page Management • B2B Content • Lead Generation
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Certifications & Professional Learning

Certifications from globally recognised platforms including Microsoft, Google Cloud, Vanderbilt University, DeepLearning.AI, and ITIL. These represent practical, applied knowledge that directly benefits every project.

Certification	Issued By	Relevance
Introduction to GitHub Copilot	Microsoft	AI-assisted development, code productivity
GitHub Copilot for Project Management	Microsoft	Managing dev projects with AI tools
Optimizing Workflow with GitHub Copilot & VS Code	Microsoft	Development workflow optimization
Introduction to Google Workspace with Gemini	Google Cloud	AI-powered productivity & collaboration tools
Prompt Engineering for ChatGPT	Vanderbilt University	Advanced AI prompting, content & automation
Generative AI for Everyone	DeepLearning.AI	Applied generative AI in business contexts
ITIL 4 Foundation	ITIL / Axelos	IT service management, incident & ops best practices

Certification	Issued By	Relevance
AWS Cloud Practitioner Learning	Amazon Web Services	Cloud infrastructure fundamentals

Why Work With Tushar? — The Complete Picture

Most professionals are strong in one area. Tushar combines four distinct disciplines into a single, cohesive skill set — making him exceptionally valuable for businesses that need more than just a developer or just a marketer.

Development

Websites, web apps, dashboards, e-commerce, CRM systems — built clean and fast with a modern tech stack.

IT Operations & ITSM

Structured incident handling, SLA management, and operational support — enterprise-grade processes applied to your business.

AI & Automation

Chatbots, workflow automation, AI content systems, lead automation — smarter processes that save time and scale.

Digital Marketing

Meta Ads, Instagram/Facebook campaigns, LinkedIn branding, content strategy — measurable growth, not just activity.

Ready to work together?

Let's start a conversation.

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