

Anantha Raju C *Software Engineer*

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in <https://www.linkedin.com/in/anantharajuc> 🖱 <https://anantharajuc.github.io/blog/>

🔗 <https://github.com/AnanthaRajuC> 📄 <https://stackoverflow.com/users/3711562/anantha-rajuc>

Profile

Java (Spring Boot) developer with **6+ years** of professional experience working on **back-end systems** in an enterprise (**B2B2C**) environment building **Web Applications** for products in Customer Engagement domain (**Mar-Tech/Ad-Tech**).

Proficient in integration of **RESTful Web Services** right from *Requirement Specification, Planning, Designing, Implementation, Configuration, Testing & Documentation* untill *Closure* based on *Agile Methodologies*.

Key Skills

Web Application (Backend) Design & Development, Project Management, Agile SDLC.

Technical Skills

Spring Boot (*Spring Data JPA, Spring Data MongoDB, Spring Web, Spring Security, H2 Database, Java Mail Sender, Lombok, Thymeleaf, Flyway Migration, Swagger UI*),

Java 8, RESTful Web Services (*HATEOAS*), **Testing** (*Unit & Integration Testing via. JUnit, AssertJ, Mockito*),

AWS (*RDS, Elastic Beanstalk, DynamoDB, IAM*), **Git** (*GitFlow Workflow, Feature Branch Workflow*),

NoSQL (*MongoDB*), **MySQL**, **Data Structures**, **Maven**, **Docker**, **Linux**, **HTML**

Certifications

LinkedIn Learning 📄 , **Google Cloud Platform and Amazon Web Services** 📄 (*Qwiklabs*),

IBM Marketing Cloud 📄 , **Adobe Marketing Cloud** 📄

Education

Visvesvaraya Technological University, (VTU) 📄

Bangalore, India

- Masters of Technology (**M. Tech**), *Computer Science Engineering*
- Bachelor of Engineering (**B.E.**), *Computer Science Engineering*

Publications

Resource Management by Virtual Machine Migration in

12/2015

Cloud Computing, *International Journal of Computer Science and Mobile Computing* 📄

- Features include improvement of Power utilization in a Simulated Data center, over existing systems.
- Developed using Java and **CloudSim** 📄 simulation Framework.

Customer Centria : Product - CC Engage

CC Engage Platform, *Omnichannel Marketing Automation*

2016 – present | Bangalore, India

CC Engage is an Enterprise Grade Digital Marketing Product Suite.

- Analyzed & designed architecture definition, design patterns and solutions for the project; designed & selected appropriate technologies for development approach.
- Integrated Core features of (**Silverpop/IBM Watson Campaign** [↗](#) /**acoustic** [↗](#)) with CC Engage via **RESTful web services**.
- Involved in development & maintenance of product features along with custom feature development for clients during the implementation cycle.
- Integrated multiple communications channels (**SMS, Email, IVR, Social**) from multiple vendors via REST Web Services - **Facebook Messenger** [↗](#), **Whatsapp Business Solution** [↗](#), **mapp/Teradata** [↗](#), **Ozonetel** [↗](#), **Karix** [↗](#), **Alot Solutions** [↗](#), **Twilio** [↗](#), **SendGrid** [↗](#).
- Responsible for developing the back-end service for Mobile Push Notification (**Android**) as a communication channel via **Google Cloud Messenger** (GCM). Migrated the aforementioned Mobile Push Notification service from GCM to **Firebase Cloud Messaging** [↗](#) (FCM).

Customer Centria : Project - Deltin (Delta Corp Limited)

CC Engage Platform, *(Data & Campaign Management)*

2017 – present | India

Deltin is a listed company in gaming and hospitality industry.

- Accountable for the off-site deployment (**On-premise**) and eventual migration to **Cloud** (AWS) of Omnichannel Marketing Automation tool with multiple data sources.
- Responsible for overall project from gathering the requirements to implementing the use cases, **RESTful Web Service Integration** with Multiple Email (Juxmail, MAPP/Teradata) and SMS (Ozonetel) Gateway vendors.
- Designed an algorithm and developed the code to automate the **Batch Processing** of Email & SMS marketing campaign's as per business requirement.
- Completed **Documentation, Bug Fixes** and **Test Cases** on the features developed.
- Gathered requirements from the client, created prototypes and developed technical specification documents along with team members.
- Prioritized project initiation and reporting w.r.t. development projects to senior management and stakeholders.
- Provided overall leadership to the entire team including managing deliverable's of other functional team leaders.

Customer Centria : Pre-Sales Engineering

CC Engage Platform, *(Data & Campaign Management)*


10/2015 – present

- Pre-Sales Engineering experience of Enterprise Data Management & Marketing Automation Solution across industry verticals such as **BFSI, Retail, Telecom, Airlines**.
- Monitored development activities and conducted timely risk assessment & mitigation; managed and provided technical & process level guidance/support to the team.
- Study the prospect, find the product fit by identifying relevant use-cases and finally design, develop the same using CC Engage
- Lead a team for the development of Prospects' Business Use Cases into solution implementation during the Proof-of-Concept development

Open Source

Spring Boot Application Template,

08/2018 – present

65 Stars, 195 Forks on [GitHub](#) 

This repository contains a recipe/scaffolding for bootstrapping a Web Application with the features & Technology stack listed below. Delete the sample code (or keep it.) and add your own, you're good to go.




Essentially it's a simple **on-demand application back-end** for rapid-prototyping.

Features: Internationalization, API Rate Limiting, RBAC with JWT, JPA Auditing, HTTPS, Continuous Integration

Backend: Spring Boot, Spring Security, Swagger UI, Docker

Frontend: HTML, Bootstrap, Thymeleaf

Database: H2DB, MySQL

Services: Docker Hub , Travis CI , Sonar Cloud 

Blog

<https://anantharajuc.github.io/>

2015 – present

A Personal blog on Technology where i capture my experience with new tools, platforms and services.

All posts follow a minimalist tutorial-style format with images wherever necessary to document a concept/process for myself and acts as a source of quick reference.