Anantha Raju C

Software Engineer

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in https://www.linkedin.com/in/anantharajuc �engineer https://anantharajuc.github.io/

 https://github.com/AnanthaRajuC https://stackoverflow.com/users/3711562/anantha-raju-c

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 specifications, planning, designing, implementation, configuration, testing & documentation till 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)*

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

RESTful Web Services *(HATEOAS)* • **Testing** *(JUnit, AssertJ, Mockito)* • **NoSQL** *(MongoDB)* • **MySQL**

GitHub • **Object Oriented Programming** • **Data Structures** • **Java** • **Maven** • **Docker**

Linux • **Swagger UI** • **HTML**

Certificates

Google Cloud Platform and Amazon Web Services ⌝
(Qwiklabs)

IBM Marketing Cloud ⌝

Adobe Marketing Cloud ⌝

Key Result Areas Across Projects

- Provided overall leadership to the entire team including managing deliverables of other functional team leaders.
- Analyzed & designed architecture definition, design patterns and solutions for the project; designed & selected appropriate technologies for development approach.
- Monitored development activities and conducted timely risk assessment & mitigation; managed and provided technical & process level guidance/support to the project team.
- Prioritized project initiation and reporting w.r.t. development projects to senior management and stakeholders.
- Gathered requirements from the client, prepared estimates & requirement specification, created prototypes and developed technical specification documents along with team members.

Professional Experience - Summary

Software Engineer, *Customer Centria* ⧉   10/2015 – present | Bangalore, India

- Responsible for integrating Customer Centria's flagship Marketing Campaign Product Suite **CC Engage** ⧉ with several communication channels of other enterprise grade Mar-Tech solutions.

- Responsible for developing **Proof-of-Concept** Product and Solution Implementation for prospects as per their business use-cases during **Pre-sales** & **Implementation** cycle.

- Significant experience in working with customers, project managers and technical teams for securing & executing concurrent projects.

- Conducted multiple Online/Off-line Training Sessions on the Mar-Tech Industry and the in-house Marketing Automation and Data Management Platform product based on previous client use cases to several recruits.

Product - CC Engage

Omnichannel Marketing Automation Platform   2016 – present | Bangalore, India

CC Engage is an Enterprise Grade Digital Marketing Product Suite.

- 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 **Goolge Cloud Messenger** (GCM). Migrated the aforementioned Mobile Push Notification service from GCM to **Firebase Cloud Messaging** ⧉ (FCM).

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 (Juxtmail, 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.

Pre-Sales Engineering

CC Engage Platform, *(Data & Campaign Management)*   10/2015 – present

- Pre-Sales Experience of Enterprise Data Management & Marketing Automation Solution across industry verticals such as **BFSI, Retail, Telecom, Airlines**.
- 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
55 Stars, 180 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.

Solely engineered and maintaining the application.

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

Tech Stack: Spring Boot, Spring Security, Swagger UI, Bootstrap, Thymeleaf, Git, GitHub, MySQL, Docker,
dockerhub, Travis CI

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.

This site is a fork of an existing Jekyll theme and over the years I've personally redesigned it to meet my
requirements.

Publications

Resource Management by Virtual Machine Migration   12/2015
in 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.

Education

Masters of Technology (M. Tech), Computer Science   Bangalore, India
Engineering,
Visvesvaraya Technological University (VTU) ⊡

Bachelor of Engineering (BE), Computer Science   Bangalore, India
Engineering,
Visvesvaraya Technological University (VTU) ⊡