

# Chaitanya Mulagada

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📍 Bengaluru

## SKILLS

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- Java and JavaScript (ES6+)
- HTML5
- CSS3
- React
- Node.js, Express.js, RESTful APIs
- Git and Version Control
- Responsive Design
- Agile Development Methodologies
- SQL (Postgres)

## WORK EXPERIENCE

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### Zee entertainment and enterprises

Associate Software Development Engineer

Aug 2022 - Apr 2024

- Proficient in identifying and resolving bugs related to web applications, ensuring optimal functionality and user experience.
- Utilized technologies such as HTML, CSS, and JavaScript frameworks (e.g., React.js) to develop responsive and cross-browser compatible designs.
- Collaborated for UI and code revamp of the Movies and TV shows page for an ZEE5 web application, enhancing user engagement and navigation efficiency.
- Experienced in diverse technologies and frameworks, with a focus on developing creative microservices

### Projects

#### Adtech-VideoAds & DisplayAds

- Developed a microservice dedicated to delivering video and display ads tailored for multiple platforms, leveraging integration with prominent ad platforms such as Google Ad Manager, AWS MediaTailor.
- Demonstrated expertise in facilitating efficient and user-specific ad delivery through strategic partnerships with industry-leading advertising technologies.

#### Adtech Rule Engine

- Developed a versatile microservice providing granular control over ad placement, allowing customization based on various business usecases. This implementation empowers precise targeting and strategic ad decisions, enhancing flexibility in advertising strategies

#### Content Led Commerce

- Developed user interfaces for product purchasing on the Zee5 platform. Collaborated with UX designers to ensure a visually appealing and intuitive interface that is responsive and cross-browser compatible.

#### UI and code revamp

- Contributed to the UI overhaul and code refactoring of ZEE5 movies and tv show pages. Played a key role in enhancing the website's user experience and improving its overall performance, enhancing user engagement and navigation efficiency.

## EDUCATION

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### Manipal Institutes of Technology

Bachelor of science in Computer Sciences - 7.2 GPA

July 2022

### FIITJEE Jr. College

PCM - 95%

May 2018