

# GANESH TADI

## SOFTWARE ENGINEER | ZOHU EXTENSIONS EXPERT | WEBFLOW DEVELOPER

Gachibowli, Hyderabad | [ganeshyadi01@gmail.com](mailto:ganeshyadi01@gmail.com) | +91 6300395308 | [Portfolio](#) | [LinkedIn](#) | [GitHub](#)

Full-Stack Developer with 2.5+ years of hands-on experience architecting, building, and deploying scalable web applications and Zoho extensions. Expert in JavaScript/TypeScript (ES6+), the MERN stack, REST/GraphQL APIs, serverless/cloud functions, and CI/CD. Proven ability to translate complex requirements into user-centric solutions, optimize performance, and drive end-to-end delivery in Agile environments.

### AREA OF EXPERTISE

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|---|---|--|
| • Languages: JavaScript (ES6+), HTML5, CSS                        | • APIs & Auth: REST, GraphQL, SOAP, OAuth2.0, JWT, AJAX, Webhooks | • Methodologies: Agile (Scrum), Waterfall, SDLC              |
| • Front-End: React.js, Bootstrap, Tailwind CSS, Bulma, jQuery     | • Zoho: CRM/Creator Extensions, Zoho Catalyst, Custom Functions,  | • Analytics & SEO: Google Analytics, Zoho PageSense, Keyword |
| • Back-End: Node.js, Express.js, Zoho Deluge, Python              | • No-Code/CMS: Bubble.io, Webflow, WordPress, Wix, Editor X       | Research, Schema Markup                                      |
| • Databases: MongoDB, Firebase (Auth, Firestore, Realtime), Redis | • DevOps & CI/CD: GitHub  |  |

### KEY ACHIEVEMENTS

- Built and deployed ZoomBackup.cloud, a real-time backup automation tool using Node.js, Express.js, Firebase, and OAuth2.0, reducing manual effort by 100% and supporting Zoho Catalyst App Development.
- Developed 30+ Zoho CRM Extensions with Zoho Deluge Scripting, REST API Integration, and Workflow Automation — including tools for PAN/Aadhaar verification, Sales Trip Planning, and Credit Score Checking using D&B APIs.
- Delivered a full-stack freelancing platform (Zolancer) using Bubble.io with OAuth login, dashboard workflows, and platform charges — bridging Low-Code to Full-Code Migration strategies.
- Optimized SEO and content delivery for Nexivo's corporate website using Webflow, dynamic CMS, and analytics tools — increasing search visibility across US, UAE, and India markets using Client-Focused Web Solutions.
- Integrated secure identity verification and financial APIs (UAN, PAN, Razorpay, SAP) into a multi-tenant SaaS platform, using JWT Authentication, Role-Based Access Control (RBAC), and CI/CD pipelines, improving system security, compliance, and developer productivity.

### PROFESSIONAL EXPERIENCE

#### Software Engineer | Nexivo Consulting, Hyderabad

Mar 2023 – Present

#### ZoomBackup.cloud (Zoom Recording Backup App)

**Objective:** Automate secure backup of Zoom meeting recordings to cloud drives.

**Responsibilities:**

- Developed a secure, scalable full-stack app to automate Zoom recording backups across Zoho WorkDrive, Google Drive, and OneDrive.
- Implemented OAuth2 and JWT authentication for Zoom, Google, LinkedIn, and Zoho to ensure secure user access and authorization.
- Created RESTful APIs with Express.js to fetch Zoom recordings and manage multi-cloud uploads efficiently.
- Automated retention policies by deleting source recordings post-backup, optimizing storage and cost management.
- Utilized Firebase Realtime Database and Cloud Functions for real-time sync and live backup status notifications.
- Deployed on Zoho Catalyst with CI/CD pipelines, log monitoring, error alerting, modular code design, RBAC, and performance optimizations to achieve 99.9% uptime and maintainability.

**Tech stack:** Node.js, Express.js, Firebase (Auth, Realtime Database, Cloud Functions), Zoho Catalyst, Zoom API, OAuth2, JWT.

Full-Stack Website Development & Digital Marketing

- Objective:** Build and optimize a public-facing website for Nexivo with SEO and content-management capabilities.
- Responsibilities:**
- Developed CMS-driven, SEO-optimized website in Webflow with advanced filtering, pagination, and responsive design.
  - Optimized performance using lazy-loading, code minification, image compression, and browser caching.
  - Integrated Google Analytics and Zoho PageSense for A/B testing, heatmaps, and user behavior analysis.
  - Implemented localization and multilingual support to target users across US, UAE, and India.
  - Built help/support sections, accessible navigation, and ensured WCAG-compliant UX design.
  - Collaborated with marketing and content teams to align web structure with branding and conversion goals.
  - Maintained cross-browser compatibility, W3C-valid HTML/CSS, and followed modern web development standards.
- Tech stack:** Webflow, WordPress (content), JavaScript, Tailwind CSS, Zoho PageSense, Google Analytics.

Zolancer (Freelancing Platform)

- Objective:** Rapid-prototyped a niche freelancing marketplace to connect Zoho developers with clients.
- Responsibilities:**
- Developed a freelancing platform using Bubble.io with responsive UI and workflow-based logic.
  - Implemented OAuth single sign-on (SSO) with Google, LinkedIn, and Zoho for secure user login.
  - Built multi-step user registration with save/resume functionality using client-side state management.
  - Created admin dashboard for job approval, user management, and fee configuration.
  - Integrated Twilio and SendGrid APIs for real-time email and SMS notifications.
- Tech stack:** Bubble.io, JavaScript (plugin scripts), OAuth integrations, Twilio/SendGrid.

Zoho Extension & API Integrations

- Integrated 30+ external APIs for automation and data validation: Aadhaar (masked/unmasked), PAN, Passport, IBAN, UAN, Indian bank IFSC, mobile/email verification, vehicle registration, EPFO, Domain verifier.
  - Developed Google Maps integration to auto-pin user and vendor addresses in CRM for real-time issue assignment.
  - Built a Sales Trip Planner to help sales admins schedule and assign meetings based on locations.
  - Integrated ZohoMail Workspace with CRM to enable direct email sending with file attachments from Drive.
  - Created AI-powered chatbot using OpenAI API for dynamic query handling beyond static FAQs.
  - Implemented Razorpay payment gateway with a custom checkout page for seamless transactions.
  - Synced CRM data to cloud storage (Zoho WorkDrive, OneDrive) using API and scheduled jobs.
- Developed REST APIs using Node.js, Express.js, and Deluge for workflow automation.
- Outcomes:** Automated manual processes—reduced data-entry errors by 50%, and improved team productivity by 80%.
- Tech stack:** Zoho Deluge, Zoho REST API, Node.js, Express.js, OAuth2.0, Vue.js/Bootstrap for UI widgets.

Internship: Nexivo Consulting, Hyderabad (Feb 2023 – Mar 2023)

- Developed intelligent spam-filtering for Zoho Mail, cutting unwanted mail by 85%
- Enhanced email-security protocols; achieved 98% customer-satisfaction on support tickets

EDUCATION

Dr. Sarvepalli Radhakrishna University, Yanam	2019 – 2022
<ul style="list-style-type: none"><li>• BSc in Computer Science</li><li>• CGPA: 7.07/10</li></ul>	
Jawahar Navodaya Vidyalaya (CBSE), Yanam	2018 – 2020
<ul style="list-style-type: none"><li>• Intermediate (MPC)</li><li>• Percentage: 66%</li></ul>	

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Telugu.
- **Certifications:** Python Programming (Simplilearn), Django Web Framework, Bubble.io No-Code Development