NaveenKumar Raja

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SUMMARY

Versatile and results-driven software developer with 4 years of experience building scalable apps, automating processes, and integrating systems using Angular, Node.js, Salesforce, Open AI, and NiFi. Skilled in performance optimization and secure solutions.

EXPERIENCE

Full Stack Developer | E-commerce Platform (MedusaJS, AWS)

Funbook Software · October 2024 – March 2025

· Built a scalable e-commerce platform using MedusaJS, supporting 1,000+ SKUs with features like product catalog, cart, checkout, and order tracking.
· Developed a responsive frontend and admin dashboard (mobile & desktop), improving store management efficiency and user engagement by 60%.
· Deployed the platform on AWS EC2 with Nginx and SSL configuration, achieving 99.9% uptime and handling over 10,000 monthly sessions post-launch.

Full Stack Developer: The Ocean Leads (Own product)

Funbook Software · January 2024 – September 2024

· Built a SaaS lead generation platform for 500+ business users using responsive Angular apps, optimized PostgreSQL queries, and integrated Stripe via Apache NiFi for secure monthly payments.
· Developed a messaging app using Appsmith with Apache NiFi and 360SMS integration to send/receive SMS, enabling AI-powered automatic replies based on customer intent.
· Led testing, debugging, and deployment of stable releases, achieving 99.9% system uptime and supporting efficient handling of 10,000+ records.

Salesforce Developer: Document Generator (Client project)

Funbook Software · May 2023 – December 2023

· Automated document generation in Salesforce using Adobe Acrobat API, reducing document preparation time from 15 mins to <7 mins for 500+ leads.
· Built SMS automation tool to schedule and send bulk messages to 100+ leads per campaign from imported CSV files.
· Resolved complex Salesforce errors, improving system stability and boosting team productivity by 30%.

Salesforce Developer: AI Integration & Data Automation (Client Project)

Funbook Software · March 2022 – April 2023

· Integrated Call Tools with Salesforce, eliminating the need for $1,000/year third-party tools.
· Automated updates of 100,000+ property records using Apache NiFi, enhancing data accuracy and reducing update time by 70%.
· Integrated OpenAI with Salesforce to enable AI-driven responses for real customer interactions, intelligently handling replies based on customer intent.
· Developed dashboards, workflows, and automation flows, increasing reporting efficiency for management by 40%.

Backend: Target Recruit Salesforce Automation (Client project)

Funbook Software · March 2021 – February 2022

· Automated recurring Salesforce data updates using Node.js and Playwright, saving 3+ man-hours/month.
· Built backend scripts to process and update thousands of records efficiently, improving data accuracy by 25%.
· Streamlined business workflows, improving reporting speed and reliability.

EDUCATION

Bachelor of Engineering in Electrical & Electronics Engineering

Sasurie College of Engineering · Tamilnadu, India · 2020

SKILLS

Languages & Frameworks: JavaScript, Angular, HTML, CSS, Node.js
Database: PostgreSQL
Tools & Platforms: Git, Apache NiFi, Salesforce Development, JIRA, Confluence
Automation Tools: Playwright, Selenium
Core Competencies: AI integration, Data Automation, Problem Solving, System Design, End-to-End Development