Full Stack .Net Developer

Sai Charan Ailenani

Phone: +1 (434)-322-0323 | **Email:** ailenanisaicharan@gmail.com

LinkedIn   GitHub   Medium   Portfolio

Professional Summary:

Experienced Full Stack .NET Developer with over 8 years of expertise in designing and delivering enterprise-grade web applications using **C#, ASP.NET Core**, and **Optimizely CMS/DXP**. Skilled in creating dynamic, personalized, and multilingual content-driven websites for large-scale organizations across healthcare, retail, and technology industries.

Proficient in implementing **custom content types**, **personalization rules**, and **A/B testing** using Optimizely to enhance user engagement and drive conversions. Strong experience in integrating CMS with **APIs, CRMs, ERPs**, and **Azure cloud services**, and managing secure, scalable deployments through **Optimizely DXP's cloud environment**. Hands-on in building CI/CD pipelines with Azure DevOps, managing multisite content strategies, and delivering secure user experiences using **OAuth2, JWT**, and **Azure AD**. Known for bridging the gap between development and marketing teams to provide user-centric digital experiences.

Technical Skills:

Category	Technologies / Tools
CMS & DXP	Optimizely CMS (Episerver), Optimizely DXP, Personalization, Visitor Groups, A/B Testing
Backend Development	C#, ASP.NET Core, .NET 6/7, Web API, MVC, RESTful Services, Onion Architecture
Frontend Development	Angular (v10–16), TypeScript, JavaScript, HTML5, CSS3, Angular Material, Bootstrap
Authentication	OAuth2, OpenID Connect, JWT, Azure AD, ASP.NET Identity
Cloud & DevOps	Azure (App Services, Functions, Blob Storage, Key Vault), Azure DevOps, GitHub Actions
CI/CD & Deployment	Optimizely Deployment API, Azure DevOps Pipelines, PaaS Portal
Database & Storage	SQL Server, PostgreSQL, MongoDB, Azure Cosmos DB, Redis, Azure Cache for Redis
Messaging & Events	Apache Kafka, RabbitMQ
Monitoring & Logging	Azure Application Insights, Log4Net
Testing & Debugging	xUnit, Jasmine, Karma, Postman, Swagger/OpenAPI
Containerization	Docker, Kubernetes (AKS, GKE)
Tools & Platforms	Visual Studio, Visual Studio Code, Git, JIRA, Fiddler

Professional Experience:

Client: Delta Dental Ins, San Francisco, CA   **Mar 2023 to Present**
Role: Full Stack .Net Developer

Responsibilities:

- Engineered efficient, maintainable, and scalable software solutions for the Client Portal Management application using C# and ASP.NET Core, ensuring high performance, security, and ease of integration with other services.
- Built and optimized RESTful APIs for seamless communication between front-end and back-end systems, prioritizing performance, scalability, and data integrity.
- Designed and implemented dynamic content structures in **Optimizely CMS** for public and secure portals including **plan details, benefit guides, and provider directories**, enabling marketing teams to manage content without dev intervention.
- Used **Optimizely personalization** to show content based on user roles (members, dentists, employers) and state-specific rules.
- Created custom content types using C# and defined **ContentType** and **Display** attributes to control how editors manage pages in the CMS interface.
- Implemented **custom visitor groups** and tracking to tailor content such as homepage banners, FAQs, and CTAs, based on login status and previous interactions.
- Integrated the CMS with **external APIs** (claims system, eligibility data) to fetch user-specific information into dynamic components within secured areas of the site.
- Set up **A/B tests** for benefits pages to test layout variations and terminology, helping improve user engagement and reduce customer service calls.
- Managed deployments using **Optimizely DXP's PaaS portal**, promoting content and code across Integration → Preproduction → Production with content synchronization and automated alerts.
- Automated build and deployment pipelines using **Azure DevOps**, combining Optimizely DXP deployment APIs and PowerShell scripts for hands-off releases.
- Enforced secure access via **Azure AD B2C**, using JWT tokens and claims-based authentication for login-based personalization and API access control.

Environment:
Optimizely CMS (v11+), Optimizely DXP, C#, ASP.NET Core, Web API, Entity Framework Core, Angular 16, TypeScript, HTML5, CSS3, Angular Material, SQL Server, MongoDB, Redis, Apache Kafka, OAuth2, JWT, Azure AD, Azure DevOps, Azure App Services, Azure Blob Storage, Azure Key Vault, Azure Application Insights, xUnit, Postman, Swagger, Karma, Jasmine, Git, JIRA, Log4Net.

Client: HP, Vancouver, WA.   **May 2021 to Feb 2023**
Role: .Net Developer

Responsibilities:

- Spearheaded the development and maintenance of a Software Licensing Management System utilizing ASP.NET Core, C#, and Angular 14, ensuring streamlined license tracking, validation, and compliance management.
- Utilized **Optimizely CMS** to power dynamic product landing pages and marketing content for consumer segments (gamers, students, professionals) and B2B users.
- Created modular components such as **Product Tiles, Feature Highlights, Technical Specs** and integrated them into reusable content areas, improving editor productivity.
- Implemented **behavioral personalization**, where visitors who previously viewed high-performance laptops would be shown accessories and game-optimized gear on their next visit.
- Managed complex regional content using **Optimizely's multisite and multilingual features**, allowing localized campaigns in North America, EMEA, and APAC.
- Collaborated with marketing to run **A/B tests** on product listing styles (grid vs. list) and CTA placements ("Shop Now" vs. "Learn More"), tracking performance with DXP insights.

- Integrated **Optimizely CMS** with HP's internal **product catalog API**, displaying real-time product specs, availability, and pricing.
- Set up CI/CD pipelines using **Azure DevOps**, and used **Optimizely's deployment API** to handle environment-specific configuration and content promotion without downtime.
- Used **Azure Application Insights** integrated with DXP to monitor traffic, page load times, and user behavior, helping guide performance optimization efforts.
- Extended the CMS with **custom visitor groups and scheduled publishing**, so marketing teams could target promotions to specific business units or product categories ahead of campaign launches.

Environment:
Optimizely CMS, Optimizely DXP, .NET Core 6, C#, Web API, Entity Framework Core, Angular 14, TypeScript, HTML5, CSS3, SQL Server, MongoDB, Redis, OAuth2, OpenID Connect, JWT, Azure AD, Azure DevOps, Azure App Services, Azure Functions, Docker, Kubernetes, Azure Application Insights, xUnit, Postman, Swagger, Git, JIRA, Log4Net.

Client: Sherwin-Williams, Cleveland, OH.   **Jan 2019 to April 2021**

Role: .Net Backend Developer

Responsibilities:

- Implemented **Optimizely CMS** to manage public-facing content across multiple business lines, including DIY, professional contractors, and B2B services.
- Built content types for **Product Pages, Color Palettes, Store Locators**, and seasonal landing pages using C# with proper content modeling and metadata tagging.
- Used **personalization features** to show different banners and promotions depending on whether the visitor was a contractor or a homeowner, based on browsing history and login status.
- Ran **A/B tests** for calls to action like "Order a Sample" vs. "Find in Store" on color detail pages, measuring which performed better across regions.
- Managed content across multiple geographic regions using **Optimizely multisite features**, ensuring proper localization, pricing, and legal disclaimers.
- Integrated Optimizely with internal systems such as inventory and ERP to show **real-time product availability** based on ZIP code.
- Delivered a seamless editor experience using **blocks and partial views** so content teams could easily assemble campaign pages with drag-and-drop functionality.
- Enabled **scheduled publishing workflows** for marketing teams to launch promotions tied to calendar events like "Spring Color Week" or "Pro Discount Days".
- Led the integration of **Optimizely with Azure DevOps pipelines**, automating environment syncs, backups, and zero-downtime deployments using DXP tools.

Environment:
Optimizely CMS, Optimizely DXP, C#, ASP.NET Core, Web API, Entity Framework, React, HTML5, CSS3, JavaScript, SQL Server, MongoDB, OAuth2, JWT, Azure DevOps, Azure App Services, Azure Blob Storage, Azure Key Vault, Docker, Kubernetes, Apache Kafka, A/B Testing, Personalization, Git, JIRA, Log4Net, xUnit.

Client: VentureDrive, Delhi, India   **July 2017 to Dec 2018**

Role: .Net Web Developer

Responsibilities:

- Developed microservices to modularize and enhance application scalability, improving system resilience and maintainability.
- Built responsive user interfaces using HTML5, CSS3, Bootstrap, and Angular, providing users with interactive and visually appealing experiences.

- Managed data storage and retrieval with PostgreSQL, ensuring high availability and performance optimization for backend services.
- Secured application endpoints through OAuth and ASP.NET Identity, implementing strong user authentication and authorization measures.
- Utilized Docker and Kubernetes for efficient deployment processes, enabling consistent application performance across multiple environments.

Environment: C#, ASP.NET Core, Angular, PostgreSQL, Docker, Kubernetes.

EDUCATION

Wilmington University | Wilmington, Delaware

Masters in computer science

Jawaharlal Nehru Technological University | Hyderabad, India

Bachelors in computer science