Ananth Madhavan

+919884560170

ananthmadhavan6@gmail.com

Summary

Being amongst the first engineering hires at Synup, I have helped scale the company from $0 to $8 million ARR. In the last 7 odd years, I have built the scraping infrastructure & business data submission infrastructure to 3rd party sites(Google, Facebook, Yelp etc) that is handling about a million businesses today. I also set up and scaled Synup's front end tech & team, and have been working on implementations for custom projects since.

Experience

Synup, Bangalore, IN(*AUG 2014 - PRESENT*)

Principal Software Engineer & Solutions Architect(*JUN 2018 - PRESENT*)

Pages

>   Typescript, Next.js, PostgresQL

- Co-authored a standalone website builder with seamless integration between Synup CMS from scratch
- Led a team of 3 engineers, wrote several features, reviewed PRs & discussions
- Helped out with product management as well in coming up with several research, specs and designs

Impact

- Several high profile clients(~500K ARR) have been ported to the new version of the product
- The tool helped brands achieve Web Vitals scores greater than **90**
- Have been able to eliminate > 80% of operational hurdles because of a self serve model of the product
- 100% traffic increase due to SEO, schema optimisation and good lighthouse scores

Brand Audit Reporting

>   Typescript, PostgresQL, Presto, AWS Athena, AWS Glue, AWS S3, Metabase, Retool

Built a tool for brands to understand how they're faring regarding their online presence and reputation. The tool's primary objective was to present visual data of the brand's performances on multiple factors like reputation, presence in a time series manner.

Impact

- Adopted as a customer acquisition tool by major marketing agencies
- Trained a new team(pre-sale analysts) of 5 on how to use the tool to come up with audits on various top tier brands. This team actively uses the tool to generate reports for Account Executives & SDRs to approach and close deals
- Have been able to successfully onboard multiple top tier brands ranging from $50k-100k ARR

Internationalisation(i18n)

>   Javascript, React, RoR, PostgresQL

Was pivotal in leading the i18n efforts across teams. Was responsible for the tech specs and delivery. Built a workflow for seamlessly adding new languages to support into the system.

Impact

- Prospects from several new geographies came on board because of the new language support in the platform
- Ensured that future refactors/features would easily be integrated with language support

Leaderboard Reporting

   PostgresQL, Metabase

Built a leaderboard reporting module that enabled brands to get a pulse of how well their physical outlets have been faring. Ideated, spec-ed and built the entire module using Metabase, Retool, Google Studio and PosgtresQL.

Impact

Saw a lot of adoption of the reporting tool and consequently ported the entire feature into the main platform for all customers.

UI Lead (*MAY 2016 - MAY 2018*)

   Javascript, React, GraphQL, PostgresQL, RoR, Python, Phoenix framework(Elixir)

Was responsible for building & scaling the entire frontend engineering efforts.

- Migrated legacy UI to a SPA(Single Page Application) using React
- Wrote a mock infrastructure using Apollo GraphQL to improve frontend developer experience and productivity
- Scaled the team from 0-6 frontend engineers

Education

2009 - 2013 SASTRA University, Thanjavur, Tamil Nadu, IN - Bachelor of Technology in Information & Communication Technology

1994-2009 P.S.Senior Secondary School, Chennai, Tamil Nadu, IN