

Shashi Kiran Bolleddula

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Professional Summary

Backend-focused Software Engineer with **2.5+** years of experience building scalable and reliable systems using **Java**, **Spring Boot**, **Spring Batch**, **Hibernate**, and **SQL**. Proven ability to design RESTful APIs, automate high-volume data pipelines, and improve lead conversion and system efficiency in production environments.

Work Experience

- **Software Engineer** July 2023 – Present
Magicbricks Bangalore, India
 - Designed and developed scalable **RESTful APIs** using **Java**, **Spring**, **Hibernate** to support CRM, interior design workflows, partner onboarding, and quotation systems.
 - Integrated third-party **SEGMIND APIs** to automate AI image generation workflows, improving processing efficiency and reducing manual design effort.
 - Designed backend systems for a centralized **Content Management System (CMS)** enabling secure media storage and retrieval using **Amazon S3**.
 - Developed a custom CRM platform for sales agents and Relationship Managers (RMs) to track leads, manage follow-ups, and streamline communication workflows.
 - Built a **brand recommendation system** using business rules and micromarket data to surface top interior brands based on user budget and preferences.
 - Engineered a **dynamic quotation and cost estimation engine** that calculates interior project budgets based on size, material, finish, and hardware parameters.
 - Improved mobile site engagement, increasing lead traffic by **5–10%** through enhanced user experience and design exploration capabilities.
 - Integrated **Kafka** for asynchronous, event-driven communication between CRM systems, partner applications, and notification services.
 - Built and maintained backend services in a **microservices-based architecture**, ensuring transactional consistency and fault tolerance across distributed systems.
 - Implemented automated data ingestion pipelines using **Spring Batch** to process high-volume marketing and lead data in near real-time, significantly reducing manual intervention.

Technical Skills

- **Backend:** Java, Spring Boot, Spring MVC, Spring Batch, Hibernate, REST APIs, Microservices
- **Messaging & Data:** Kafka, SQL, ORM, Batch Processing
- **Frontend:** React.js, JavaScript, HTML, CSS
- **DevOps & Cloud:** Git, Jenkins, Linux, Amazon S3
- **Tools:** VS Code, Postman, IntelliJ, Putty
- **Soft Skills:** Problem Solving, Team Collaboration, Time Management, Communication

Education

- **National Institute of Technology** Nagpur, India
B.Tech in Computer Science and Engineering – CGPA: 7.71/10 July 2019 – May 2023
- **Narayana Junior College** Hyderabad, India
12th Grade (Science) – 98.6% June 2017 – May 2019

Achievements

- Recognized with the **Gold Star Award** for outstanding performance in quarters **AMJ-25**, **OND-24** and received the '**You Did It**' award for exceptional contribution in **JAS-24**.