

Eldhose John

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SUMMARY

Senior software engineer with an experience of 12 years, worked on various verticals and technologies including data science, advertisement, travel, web and mobile applications.

EXPERIENCE

- **SpringRole***

Bangalore, India

Senior Software Engineer, Data

July 2017 - April 2020

- **Data Warehousing & ETL:** Setup, schema design and management of Amazon Redshift and Google BigQuery. Responsible for the data architecture and end to end data operations, from sources like MongoDB, mobile apps and third party tools.
- **Media Source Performance:** Developed a system to track user acquisition in mobile. This helps to optimize campaigns based on the media source performance.
- **Funnel dropouts :** Identify potential customers who drop off from various order funnels.
- **Mobile tracking :** Built a tracking system using Firebase to log user events in the mobile app. The data will be further imported to Redshift for analysis.
- **Web Tracking:** Tracking system on top of Google Analytics to track user activity on the website; can log events which will be later imported to Redshift for analysis.
- **Tableau Dashboards:** Built Tableau visualisations and dashboards which give significant insights into business.
- **A/B Testing :** Setup tests to analyze the performance of funnels and its effect on various metrics.

- **Science Inc***

Bangalore, India

Senior Software Engineer, Data

May 2015 - July 2017

- **Data warehousing:** Setup, schema design and management of Amazon Redshift; data imports from S3, RDS & DynamoDB.
- **Firehose streaming :** Setup, design and management of AWS Firehose. Built a custom project to automate Firehose operations.
- **Integration of Dataduct into ETL:** Researched and integrated dataduct to ETL process; reduced manual intervention and is able to scale to more than 200 pipelines; increased developer productivity and source code management.
- **Data Utility Project:** Built a python package from scratch leveraging reusable patterns to increase developer productivity.
- **Redshift Performance:** Employed various Redshift performance techniques which is able to reduce Redshift servers of dc1.large type from 35 to 27.

- **Redshift Spectrum:** Research and development of Redshift Spectrum and its integration into data warehouse using PARQUET compression technique, able to save 30% of space, helps to reduce the operating costs and frequent upgrades.
- **Campaign ETL:** Built a system to import & ETL advertiser & publisher campaigns every 15 minutes.
- **NoSQL Schema Migration:** Responsible for the schema migration of DynamoDB production database of one terabyte size.

Senior Software Engineer

September 2013 - May 2015

- **Mobile Ad Network:** Development of the mobile ad network including publisher and advertiser modules using Python/ Django
- **Video Ads in Safari:** Built a plugin to transcode and play inline video ads in Safari mobile browser using ffmpeg & JavaScript

● **Borget Solutions**

Mumbai, India

Senior Software Engineer

May 2010 - August 2013

- **Archive & Migration Platform:** Architected and developed a migration platform named JustMigrate to archive and migrate media and text from multiple social networks like Posterous, Tumblr, Facebook, Instagram & Flickr.
- **Social Shopping Mobile App :** Lead the development of a social location based sharing platform in iOS and Android. Built the complete backend & API's using Python and MongoDB.
- **Gmail Chat CRM :** Learned Python and built an XMPP based chat system which is able to send and receive messages which is able to replace the traditional CRM system.
- **SaaS CRM:** CRM having multi-tenant and multi-database functionality built on top of ASP.NET MVC & SQL Server.

● **Authentic Kerala**

Kochi, India

Founder & Principal Engineer

June 2008 - April 2010

- **Travel Platform:** Tour booking platform to enquire & book holiday packages - envisioned, designed and developed the entire platform using ASP.NET MVC, Web Forms & SQL Server.
- **Operator Dashboard :** Built a partner dashboard to list holiday packages and interact with customers.

● **Bayone Infotech**

Kochi, India

Software Engineer

September 2007 - May 2008

- **Messaging System:** Research and developed XMPP based messaging system, able to send and receive messages on Google chat.
- **Portfolio Management System :** Created models for portfolio management using ASP.NET Webforms - helps to track the price of various portfolios purchased by customers of Duff & Phelps.
- **Skanska Project Forecasting System :** Built a system to assess the construction cost and forecasting of expenses incurred in a large scale construction work.

PROGRAMMING SKILLS

Languages & frameworks

Python, SQL, Django

Software & Technologies

Data Warehousing, Firebase Analytics, Google Analytics, Amazon Web Services

Redshift, Redshift Spectrum, Google BigQuery, Hive

Celery, Redis

JIRA, Trello, Git, Looker, Tableau

EDUCATION

Engineering degree in Computer Science (2003-2007)

Mar Athanasius College of Engineering,

Mahatma Gandhi University, India

PERSONAL PROFILE

Date of Birth: 15/10/1984

Sex: Male

Marital Status: Married

Nationality: Indian

* Due to structural changes in India operations, Science Inc. also known as Science Media, SpringRole & Parenthesize Technologies.