

Shaifali Agrawal

 agrawalshaifali09@gmail.com

 +91-7509119894

 exploreshaifali

 exploreshaifali

 India

EXPERIENCE

Flipkart (E-commerce Marketplace)

Senior Software Engineer, Video Commerce Team

Nov 2024 – Present

- Transforming Flipkart from a search-led marketplace to a discovery-led platform to drive customer growth.
- Designed and drove integration of influencer livestreams directly into Product Pages and other key app surfaces using content federator, improving visibility, engagement, ROI, livestream reach, and GMV impact.
- Eliminated enricher pipeline sideline backlog by identifying and fixing multiple edge-case failures, reducing queue count to zero and stabilizing future processing.
- Executed a production backfill to clean up corrupted HBase content by building deletion and backfilling APIs to restore data.

SAP

Senior Software Engineer, AI Foundation

Jul 2021 – Nov 2021

- Built a framework to migrate all MLF users to the new Alcore platform.

MoEngage (Cloud Marketing Platform)

Senior Software Engineer, Push Team

Oct 2017 – Oct 2019

- Improved campaign sending time by 60% via concurrency and user-segmentation precaching.
- Reduced campaign failure rate by 95% by building an autonomous internal monitoring system.
- Built a private Python personalization package using Jinja, adopted across multiple services.
- Designed backend systems for SMS, Webhook, and Push notification campaigns.

HashGrowth (App Store Optimization Platform)

Co-founder & CTO (YC SUS17)

Oct 2016 – Oct 2017

- Bootstrapped a B2B SaaS App Store Optimization platform.
- Designed a crawler to index the entire Google Play Store.

Zaya Learning Labs

Software Engineer

Jan 2016 – Oct 2016

- Built distributed applications using Python, Django, and Django REST Framework.
- Created **Django-SoftDelete-It**, an open-source reusable app for soft-delete support.

SKILLS

Languages Python, Java, Bash

Frameworks Django, DRF, Micronaut, Dropwizard, Bootstrap, Locust.io

Databases PostgreSQL, MongoDB, MySQL, HBase, SQLite, Redis, Aerospike

Infrastructure Kubernetes, AWS, DigitalOcean, OpenStack, Nginx, HAProxy, RabbitMQ

TALKS

2017 **Generators Under The Hood** – BangPyters Meetup

2016 **Getting Started with python-openstacksdk** – OpenStack Summit

2015 **Outreachy with OpenStack Zaqar** – OpenStack Day India

EDUCATION

2013 – 2016 Masters of Computer Application, **IIPS, DAVV**

CGPA: 8.91/10

2010 – 2013 Bachelor of Computer Applications, **IIPS, DAVV**

CGPA: 9.07/10