**HARI KISHAN**

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*Result-driven professional, targeting assignments in* ***IT industry***

**PROFILE SUMMARY**

* A result-driven professional with **3+ years experience** in Cloud Computing.
* Extensive knowledge in Marketing and SCM Domains.
* Currently working as a **Senior Software Engineer** in **Aroha Technologies**, Hyderabad.
* Worked in **Tech Mahindra** with the clients **Cisco** and **GE**.
* In depth knowledge and expertise in Data Structures and Algorithms, Design Patterns, proficient in **UNIX Shell Scripting, python scripting** and **Sql Query building**(sql query with join, sub query, correlated query and analytical query).
* Working experience in **Database design, Data Modelling, Performance tunning and query optimization** with large volume of multi dimensional data.
* Worked with major **international clients like Cisco, GE and Nerdwallet.**
* Outstanding communication & leadership skills that have been put to use in effectively resolving problems and promoting a positive work environment

**KEY SKILLS**

Python Data Structures &Algorithms Tableau ETL

Marketing Domain Restful API Services Data Warehousing Github

Data Modelling Dev-ops Tools Shell Scripting AWS

Teradata TES (Scheduling) OOPS RedshiftDB

**ORGANIZATIONAL EXPERIENCE**

* Built Marketing domain from the scratch. Developed and integrated different Marketing Platforms to get a consolidated Multi Touch Attribution Model.
* Extensive Knowledge on Marketing Platforms like Facebook, Google Adwords, Bing, Adroll, Sizmek, Appsflyer, Blisspoint, Dianomi, Mailchimp, Outbrain, Pinterest etc..
* Developed API integrations and modelled data , built reference tables for fetching compatibility for integration any kind of marketing platforms in future.
* Developed a standard stream of set up to compare all the existing lender injection and it facilitates future addition of new lenders too.
* Extensively worked on Dev Ops tools i.e. Git Hub, Jenkins, Chef, Udeploy,Urelease etc..
* Very strong at VIM editor, Python, Shell Scripting.
* Deep knowledge on different AWS Components, Paas Interface i.e. Terraform to handle AWS components in large scale.
* Extensive Experience on Tableau reporting, Worked on Postgresql and Teradata functions and cursors
* Good knowledge in RedShiftDB, Teradata, Oracle Databases, data warehouse concepts like Star Schema, Snow Flake, Dimension and Fact tables.
* **DOMAIN EXPERTISE**
* Multi Channel Attribution: Integrating touch points and measuring the impact of campaigns.
* SEM : Google Adwords, Bing Ads, Yahoo
* Social:FB Marketing API
* Native: Outbrain, Yahoo Native, Taboola, Adroll
* Retargeting : Google Adwords Customer match.  
  FB retargeting using Offline event set, Dynamic Ads, Reporting API
* Ad Platforms : Sizmek
* Addressable TV: OTT
* Email: Mailchimp ,Mandrill, Iterable

Built in-house Analytics solution for integrating Campaign Performance data from 20+ channels and vendors. (Similar to cingular)  
■ Developed data pipelines to fetch campaign performance data connecting to various Marketing channels - SEM, Social, Email & TV  
■ Built in-house Analytics solution for Marketing Attribution incorporating impression level data from Ad platforms, site, Email, OTT (TV) and Mobile.  
■ Deployed modern analytics stack including: event collectors, ETL, KPI dashboards, Big-Data query engine, automated reporting  
■ Implemented modern data warehouse (AWS Redshift) for integrated analysis of key business applications & processes.  
■ Designed data models to enable easy retrieval for data for reporting in Tableau   
Build pipeline to use Anomaly Detection to alert on any data issues.  
■ Very good understanding of Partitions in Big Data (Hive/Presto) as well as for MPP (like Teradata and Redshift) and leverage performance benefits.  
■ Motivated to improve business processes and communication between different stakeholders. Subject matter expert in data warehouse management and ecommerce optimization.  
■ Supported SEO, SEM , Email partners in optimizing campaigns by providing analytical insights.

**PREVIOUS EXPERIENCE**

**Tech Mahindra ,** Hyderabad (Jul’15 – Feb’18)

**Software Developer**

**Aroha Technologies,** Hyderabad (Feb’18 – Current)

**Team Lead**

**EDUCATION**

2015: B.Tech. Dual Degree (Major in ECE, Mnor in MBA) from IIIT RK Valley with 8.11 CGPA

2011: M.Bi.p.c with 9.31 CGPA from IIIT RK Valley

2009: SSC from St. Joseph’s CCR Vidyanilayam. Kodad with 89.99%

**ACADEMIC ACHIEVEMENTS**

## Received Standing Ovation Award for 360 degree vision over the track and for performance.

## Awarded as Employee of the month for my standalone contribution for an Automating Scope.

**PROJECTS UNDERTAKEN**

**ANNEXURE**

* **Client: Nerdwallet**
* **Role: Offshore Co-Ordinator**
* **Period:** Feb’18 – till date
* **Tools:** AWS, RedshiftDB, ITERM, Anaconda Python, Git Hub, VI Editor, Airflow (ETL & Scheduling)
* **Description:**

Offshore Co-Ordinator for Marketing wing of Nerdwallet and responsible for the paid marketing of Nerdwallet where we extract data from various paid marketing platforms and modelled the data effectively, loaded into RedshifDB, scheduled the jobs using Airflow (a tool with python as background). Used Devops tools extensively and responsible for maintaining the Devops process which includes setting up the architecture for the first time, automating at possible corners etc.

* Observed the data behavior and made reusable scripts to help other teams to access for similar cases
* Extensively worked on Data Extraction from REST API’s, Data Munging, Data Modelling, Loading the data into RedShiftDB, Data Analysis.
* Responsible for ETL and scheduling process using Airflow tool.
* Finalized data is loaded into RedshiftDB and automated the entire QA process in such a way that the script validates data scenarios and alerts us when needed

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* **Client: Cisco**
* **Company: Tech Mahindra**
* **Role: DevOps Engineer**
* **Period:** Jun’16 – Feb’18
* **Tools:** Teradata, Informatica, Python, GitHub, Jenkins, UDeploy, URelease, TES, Oracle
* **Description:** Worked on building an xml generator as per the requirements so as to reduce the server usage of informatica. Developed a script to automatically perform sanity on ETLs. Designing and implementing predictive analytical methods and/or applications and performing statistical analysis and retrieval processes on a large amount of data to identify trends, figures and other relevant information. Designing a business model for rectifying all code samples with expected manual errors which regularly stand between 100% efficiency and effort
* **Responsibilities:**
* Modules used: Pandas, Django, beautifulsoup, xlwt etc..
* Working extensively on cost optimisation factor without reducing quality on cisco deliverables.
* Working on developing a driver less etl where for many regular enhancements of our deliverables we do the changes in our local xmls and import them. Part of Unit testing will be done without touching any BI tool.
* Wrote Python scripts to parse XML documents(Informatica ETL files) and load the data in database. Interlinked different XML docs with database tables using Python and Django framework.
* Automating Sanity checks for Informatica ETLs as per cisco standards.
* **Client: Cisco**
* **Company: Tech Mahindra**
* **Role: Python Developer**
* **Period:** Jul’15 – May’16
* **Environment**: python 2.7, AWS, .NET, PyQuery, Shell Scripting, JSON, Rest, Apache Web Server, RedshiftDB, Mac, Teradata, and python libraries such as Numpy,JSON, Pandas etc.
* **Responsibilities:**
* Performed design, involved in code reviews and wrote unit tests in python   
  Worked on tuples, dictionaries, object-oriented concepts-based inheritance features for making algorithms
* Designed and developed data management system using RedshiftDB
* Worked with ETL processes in Marketing Doman, Paid platform with Informatica and Teradata.
* Used Git for version control
* Monitored and troubleshot entire DevOps Process.
* Performed data analysis, manipulation and reporting using pivot tables and advanced functions in MS excel.
* Setup/Managing Linux Servers on Amazon (EC2, ELB, SSL, S3, CLI, RedshiftDB, Security Groups, RDS and IAM).