

# Sachin Dev

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## WORK EXPERIENCE

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### Udaan

Bangalore, Karnataka

*Product Engineer 3 - Promotions & Rewards*

*Jun 2022 - Present*

- Collaborating with design, category and engineering teams to develop a strategy for how the app's promotions and rewards should be perceived, increasing customer engagement and loyalty.
- Redesigning rewards ledger system to add support for programs enabling more transparency, improving user engagement by 20%.

*Product Engineer 3 - Ads & Monetisation*

*Jun 2019 - May 2022*

- Worked on performance, display and subscription ads, increasing the revenue from 0.5 million to 30 million INR per month, in 3 years by onboarding 1000s of advertisers with a high repeat rate of 45%.
- Contributed, presented and executed quarterly roadmap goals by collaborating with product, tech, design, sales, ops, support and product analysts.
- Implemented 100% Ads Tracking across the app which was used in building analytics dashboards, data science models and monitoring the overall health of the system.
- Ran and concluded 20+ A/B/C experiments on a base of 6 million active monthly users.
- Improved the ads ranking algorithm by incorporating :
  - Recommendations engine which increased the CTR of the widget by 400%.
  - Query search and null search optimisations which increased ads coverage from 45% to 75% of organic traffic.
  - Predictive CTR model which increased the CTR of the ads system by 12%.

### Tricodia Inc

Palakkad, Kerala

*Team Lead, Co-Founder*

*Jul 2016 - Jun 2019*

- Self-led startup while still in college.
- Managed a team of 5 people who completed 15+ projects with a total revenue of \$9,000.
- Handled customer relations from idea to delivery with a 100% delivery fulfilment rate.

## EDUCATION

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### NSS College of Engineering

Palakkad, Kerala

*B.Tech, Computer Science and Engineering (CGPA: 7.9)*

*Graduation Date: Jun 2019*

## OTHER HIGHLIGHTS

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- Awarded Kaggle's 2nd best kernel of the month in The Kaggle Newsletter (Jan 2019)
- Recipient of Udacity's PyTorch Scholarship Nanodegree sponsored by Facebook (Nov 2018)
- CTO at Entrepreneurship and Development Cell, NSSCE.
- Network Administrator of all the college hostels.
- Attended 6th Undergraduate Summer School, Department of CSA, IISc Bangalore
- Selected to be a Product Development Fellow at Hasura (Jan 2018)
- Incubated by SV.Co and raised over 20,000\$ in cloud credits. (July 2016)

## SKILLS & INTERESTS

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**Skills:** Kotlin, Python, Springboot, React, TypeScript, Redis, Cloud Table, CosmosDB, SQL, Solr, Grafana, Kubectl

**Interests:** Noob Gamer, Crazy about EVs, Traveller, Foodie, Shutterbug, and an Amateur Potter. On the side, I love writing scripts to simplify life, trying out new technologies, modding and installing custom software and ROMs onto android and iOS devices.