

Sachin Dev

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WORK EXPERIENCE

Udaan - India's largest B2B platform for businesses and shop-owners

Bangalore, Karnataka

Product Engineer III - Promotions & Rewards

Jun 2022 - Present

- Added multi-tenancy support in the rewards system enabling udaan led initiatives like Pickily, Wonder Mart, Display Money and others to be powered by the central rewards engine cutting down development time by 1/n.
- Redesigned rewards ledger system to add support for Reward Programs enabling more transparency, improving user engagement by 20%.
- 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.

Product Engineer III - Ads & Monetisation

Jun 2019 - May 2022

- Built the performance, display and subscription ads, bringing in a revenue of 32 million INR per month within 3 years of launch, by onboarding 1000s of advertisers with a high repeat rate of 85%.
- Worked on the Creation, Quality, Serving, Tracking, Billing and Reporting Systems of Ads.
- 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 overall CTR of the ads system by 12%.

Tricodia Inc

Palakkad, Kerala

Team Lead, Co-Founder

Jul 2016 - Jun 2019

- Managed a team of 5, completing 15+ projects which brought in a total revenue of \$9,000.
- Handled customer relations from idea to delivery with a 100% delivery fulfilment rate.

EDUCATION

NSS College of Engineering

Palakkad, Kerala

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

Graduation Date: Jun 2019

OTHER HIGHLIGHTS

- 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

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

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