

# Sampath Medarametla

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## Summary Statement

Product Enthusiast with diverse background in Digital Marketing, e-Commerce, search domains and expertise in product and project management with proven record of handling and leading Global teams.

## Experience:

### Lead Project Coordinator, Payments

*eBay, Austin, TX*

*October 2021 – Present*

- Coordinated development and quality engineering teams towards the required project deliverables for the releases.
- Facilitated the scoping of requirements for the project deliverables.
- Improved the product release time by 10% by streamlining the process between the development and quality handoffs.
- Effectively implemented and structured mechanisms to track and complete user stories as per their priorities.

### Software Engineer, Monetization

*eBay, San Jose, CA*

*June 2020 – September 2021*

- Architected and executed the implementation of Automation Framework by utilizing cypress.
- Implemented RESTFUL APIs to facilitate the overall regression.
- Scoped and estimated the timelines for the deliverables related to the Automation framework.
- Framework implemented is adapted across the teams in the Monetization org.
- Improved overall time of regression by 60%, which in turn reduced overhead time taken for each release by 15%.

### Software Engineer, Identity

*eBay, San Jose, CA*

*Sept 2019 – May 2020*

- Contributed towards eBay's Payment 2.0 Initiative by implementing the requisite microservices and user authentication RESTFUL APIs.
- Maintained and migrated legacy applications related to user-onboarding.
- Implemented and maintained user interfaces related to the user-onboarding and migration flows.
- Collaborated with the dependent teams to facilitate the scoping and implementation of Payment 2.0 deliverables.
- Mentored junior developers on the eBay tools, processes and deployment strategies.

### Product Manager, IOT

*eBay, Seattle, WA*

*Sept 2018 – Dec 2018*

- Supervised the planning, development and implementation of "Meeting Room Finder (MRF)" which helps with the office productivity by reducing the time spent to find a meeting room across the eBay campus.
- Conducted analysis of the components required to build MRF which resulted in 10% of overall cost reduction.
- Reviewed the compact designs to improve its adaptability by 25%.

- Participated in stakeholder meetings with cross-functional teams which helped to adapt the system across the campus.

### **Agile Team Lead/Lead Developer, Digital Marketing**

*eBay, Seattle, WA*

*April 2016 – August 2019*

- Architected the Email framework ‘Espresso’ which helps in displaying the personalized data for eBay user.
- Improved designed lead to an improvement of overall engagement by 6% and conversion rate by 1.5%.
- Lead a team of 6 developers across all the phases of the product development.
- Supervised the Email communication operations across the countries with eBay Marketing footprint in AMER, EMEA and APAC.
- Coordinated with the Google’s AMP framework team to scope the integration of AMP framework into eBay’s email communications.
- Authored data personalization APIs for fueling the content personalization in the marketing email communications.
- Mentored team to adapt the usage of new frameworks in order to improve the efficiency by cancelling out the monotonous work involved.
- Analyzed and adapted the feedback loop from email engagement, conversion and scoped out the potential opportunities that could improve both.
- Coordinated the quality, operations of delivering 100 MM everyday across the world.

### **Analyst, Google Maps**

*Google, Hyderabad, India*

*Feb 2013 – Jul 2014*

- Evaluated the efficiency of Google’s image processing algorithms in Maps.
- Improved the geocode accuracy by utilizing the Googles internal tools.
- Trained and mentored onboarded employees on tools and processes.

### **Education:**

Master of Science in Information Systems

MSIS, Murray State University, Murray, KY, August 2014 – December 2015

Bachelor of Technology (B. Tech) in Information Technology

JNTU Kakinada, Guntur, India, May 2008 – July 2012

### **Skills:**

Expert (★★★★★): Teamwork and collaboration, Product Marketing Jira, Test rail, CRM, Agile development, A/B Testing & Experimentation, Google Analytics Java, SQL, Excel, Google sheets, Scrum, JavaScript, HTML5, GitHub, CSS, Maven.

Advanced (★★★★☆): Cypress, Mochawesome, Jenkins, Mongo DB, Junit, Project Management, System design.

### **Honors & Awards**

- Outstanding Student of Murray State University in 2015, for mentoring the undergraduate students at the university.
- Student leadership award for organizing and leading the efforts towards IT’s ELITE (a literary club).

### **Hobbies & interests**

Volunteering, Mentoring, Reading.