

Sampath Kumar Medarametla

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Summary Statement

Accomplished Team Leader, Project Manager, and Product Enthusiast with expertise in Payments, Digital Marketing, e-Commerce, Search, and Identity domains.

Experience:

Project Manager, GCX

eBay, Austin, TX

Jan 2023 - Present

- Routing tool implementation for Genesis.

Lead Project Coordinator, Agent Desktop

eBay, Austin, TX

October 2021 – Dec 2022

- Coordinated development and quality engineering teams toward 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 per their priorities.

Software Engineer, Payments

eBay, San Jose, CA

Sept 2019 – 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 Payments org.
- Improved overall time of regression by 60%, which in turn reduced the overhead time taken for each release by 15%.
- 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 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 eBay tools, processes, and deployment strategies.

Agile Team Lead, CRM

eBay, Seattle, WA

April 2016 – August 2019

- Responsible for overseeing operations of delivering 100 MM emails daily across AMER, EMEA, and APAC.
- Led a team of 6 developers across all project phases.
- Responsible for reviewing the campaign metrics, click, and conversion rate to improve the UX of the product.
- Facilitated the integrations of Google's AMP framework with eBay's marketing emails to boost visibility in the Gmail inbox.
- Supervised the planning, development, and implementation of the "*Espresso*" framework, which optimizes the email configuration and delivery of personalized email content.

- Architected the Email framework “*Espresso*” to enhance the personalization of content for eBay users.
- Espresso designs improve overall engagement by 6% and open rate by 5%.
- Led the A/B Testing and improved the click-to-conversion rate by 5% after analysis of the implemented features.
- Authored data personalization APIs for fueling content personalization in marketing email communications.
- Mentored team to adapt the usage of new frameworks to improve efficiency by canceling the monotonous work involved.
- Analyzed and adapted the feedback loop from email engagement and conversion and scoped out the potential opportunities to improve both.

Analyst, Google Maps

Google, Hyderabad, India

Feb 2013 – Jul 2014

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

Education:

Master of Science in Information Systems

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, and system design.

Honors & Awards

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

Hobbies & interests

Volunteering, Mentoring, Reading.