

# PHANEENDRA MARYALA

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## EDUCATION

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**University of Southern California, Los Angeles**

May 2015

M.S. in Computer Science

**Jawaharlal Nehru Technological University, Hyderabad, Telangana**

May 2013

B. Tech in Computer Science & Engineering

## EXPERIENCE

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**Yellow Pages**

August 2015 - Present

**Software Developer**

Glendale, CA

Technologies: AngularJS, BackboneJS, HTML5, ReactJS, Ruby, SQL.

- Working on large and complex data-driven web applications for several internal teams and employees at YP.
- Created photo editor feature as a widget used by internal sales team, YP-website and external customer base
- Developed widgets which are portable across multiple applications.
- Worked on the migration of applications to 100% https traffic and implemented the YP Category Heat Map based on user search query.
- Added the ability to search by multiple categories as a part of Innovation challenge at YP. Improving the Search Engine Optimization methods over the YP website which involves the factors for improving performance.
- Redesigned the business profile feature on internal tool- "Lincoln" used by the sales team.
- Created the support for DirectMail, Coupons integration and ability to add Doctor.com attributes to different listings on YP.

**Yellow Pages**

January 2015 – May 2015

**Software Intern**

Glendale, CA

- Implemented analytics feature to track the clicks and impressions of a third party data provider Des Media on YP website.
- Implemented to add a cover photo feature for a business listing page. Worked on performance for reducing the time to load the website under 4 secs.

**Shutterfly Inc.**

May 2014 - August 2014

**Software Developer Intern**

San Francisco, CA

Technologies: Java, Spring MVC, HTML, JavaScript.

- Added the ability to re-order and return feature with an end-to-end functionality for an existing tool on the Shutterfly Desktop & mobile website.

**University of Southern California**

October 2013 – December 2014

**Teaching Assistant**

Los Angeles, CA

- Assisted Prof. Roger Schell in the course INF 525: Trusted Systems Design, Analysis and Development.

## PROJECTS & ACHIEVEMENTS

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- Developed the **YP4Schools** application, where a school registers with it and all people associated with the school can write reviews on business and get paid for each valid review. Developed the **Review Moderator** app which is used by DQ team.
- Implementing and iterating on user analytics to adapt to changing business needs and site technologies on YP website.
- Designed and developed complete **website and application** for a non-profit organization 'Women at Work'.
- Developed two Android Applications - '**Stock Exchange App**' and '**Weasely Clock App**'.
- **Won 3rd place in YP-Hackathon** – 2016, Codeforces rating of **2134**
- **Won 1<sup>st</sup> place in Annual YP-Innovation Challenge** – awarded **\$5000** cash prize to come up with a new business model and developing prototype for the Home-Services category by projecting an increase of \$1 million in revenue for first 3months.

## TECHNICAL STRENGTHS

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**Computer Languages**

C++, Ruby, JAVA

**Databases**

MySQL, Microsoft SQL, IBM DB2

**Web Languages**

JavaScript, AngularJS, BackboneJS, ReactJS, VueJS, HTML5, PHP, CSS3