

BHANUCHANDRA NAIDU PANASA

CCM Developer

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SUMMARY

Results-driven Customer Communications Management (CCM) professional with 4+ years of IT experience, including strong expertise as an EngageOne Developer and hands-on exposure to SmartComm through client POCs. Skilled in solution design, template development, and maintenance across multi-channel communications, with programming experience in Perl, Shell. Experienced in Agile methodologies with proven ability to collaborate cross-functionally and mentoring abilities that enhance team success. AWS Certified, with cloud knowledge supporting modern, scalable CCM deployments.

SKILLS

CCM Tools: Precisely/Pitney Bowes EngageOne Suite (Designer, Communicate, Server, Vault), SmartComm

Programming: Perl Script, Shell Script, JavaScript, Java, HTML, CSS

Document & Output Formats: PDF, AFP, HTML, EMAIL

Tools & Platforms: Git, Jira, Jenkins, Azure DevOps, Agile/Scrum methodologies

Other Skills: Template Designer, Multi-channel delivery (Email, Print, SMS), AWS Cloud Certified, Problem-Solving, Business Analysis, Requirements Analysis, JSON, REST/SOAP APIs basics, ATD

EXPERIENCE

Senior Project Engineer (EngageOne Developer) | Wipro Limited

Nov 2021 – Aug 2025 | Hyderabad

- Designed, developed, and maintained document and email templates using EngageOne Designer and EngageOne Communicate for various customer communications.
- Applied business rules, active content, and reusable modules to support personalized dynamic communications.
- Automated document generation processes by integrating EngageOne with enterprise backend systems.
- Ensured document formatting and compliance across output formats like PDF, AFP, and HTML.
- Worked closely with business analysts, testers, and project managers in Agile environments to meet project goals.
- Provided production support and troubleshooting for template-related issues after deployment.
- Acted in a Business Analyst role on a parallel project — gathering requirements, drafting user stories, and coordinating across various teams.
- Mentored and informally led a 3-member team, guiding, reviewing deliverables, and helping ensure timely delivery.
- Built a Perl-based automation to generate JSON requests, fetch PDFs from Vault, and manage logs and errors using config-driven workflows.
- Took initiative to work on SmartComm, where I created templates, configured data models for client use cases. This gave me practical exposure to SmartComm's template design.

Project Engineer (Tester) | Wipro Limited

Oct 2020 – Oct 2021 | Hyderabad

- Conducted functional, regression, and UAT testing for customer communication templates.
- Validated output formats (PDF, AFP, HTML) against business rules and data inputs.
- Reported and tracked bugs, collaborated with developers to ensure quality deliverables.

Key Achievements:

- Migrated over 100 templates from legacy system to EngageOne.
- Migrated over 100 email templates from EngageOne to EngageOne Communicate.
- Appreciated by stakeholders for defect-free delivery and full ownership from requirements to production.

EDUCATION

Bachelor of Technology in Computer Science & Engineering

Odisha | 2016 - 2020

Centurion University of Technology and Management

CERTIFICATION

- **AWS Certified Developer – Associate**
- **AWS Certified Cloud Practitioner**