PRASAD BORSE

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TECHNICAL SKILLS AND TOOLS

Languages:	Python, Java, C++, JavaScript, Kotlin, Ruby
Tools/Technologies:	Node.js, Firebase, Kafka, Git, SVN, Docker
Concepts:	Agile Methodology, Event-driven Architecture, Caching Mechanisms, Database Optimization
Databases:	BigQuery, MySQL, Redshift, Redis

EXPERIENCE

Onlinesales.ai, Pune   June 2024 - Present
Software Development Engineer

- **Created a real-time analytics dashboard** reducing data retrieval time from 5+ hours to instant visibility, providing actionable campaign insights such as identifying signs of overspending, underperformance, and opportunities for optimization.
- **Led a zero-downtime migration** of critical Facebook Marketing API endpoints, maintaining 100% service availability and zero call failures throughout the transition.
- **Optimized data pipelines** in BigQuery, Redshift, and MySQL, improving query response times and data representation.
- **Integrated third-party APIs** with Python to boost operational efficiency, scalability, and maintain robust documentation.
- **Enhanced Google Ads campaign optimization**, resulting in a 40% improvement in lead quality metrics.
- **Streamlined workflows and enhanced CRM functionalities**, boosting lead management productivity by 20%.
- **Maintained 99.9% platform uptime** while resolving critical client escalations during on-call duties.

Onlinesales.ai, Pune   Aug 2023 - May 2024
Software Engineering Intern

- **Successfully migrated 6 services and applications** handling 100K+ daily API calls to updated Google APIs with 0 failure.
- **Rapidly onboarded 4 enterprise clients** within one month, configuring 30+ custom workflows per client requirements.
- **Engineered a Kafka-driven process** for Facebook page transitions, reducing monthly client queries from 10 to 0.
- **Collaborated on an event-driven Android application** using Kotlin and Firebase to build robust storage solutions.
- **Implemented comprehensive JUnit tests** for key Android components, achieving 80% test coverage and enhancing application reliability.

EDUCATION

MIT Academy of Engineering, Alandi   2020-2024
B.Tech: Computer Science Engineering   CGPA: 8.97

Pratap College, Amalner   2020
HSC, Maharashtra   Percentage: 82.56

G. S. Highschool, Amalner   2018
SSC, Maharashtra   Percentage: 97.20

PROJECTS

ShortURL: Real-Time URL Shortener with Analytics

https://theprasad.tech/shortUrl/   Feb 2025

- Developed a scalable URL shortener with **Node.js / Express.js**, generating unique codes and handling redirects.
- Leveraged **Redis** for caching and **MySQL** for storage, reducing query response time by 50%.
- Implemented a **Kafka** pipeline to process click events in real time, enabling detailed engagement analytics.
- Built **RESTful APIs** and deployed on a **Google Cloud VM**, improving response times and service reliability.
- Configured **Nginx** as a reverse proxy for unified routing and enhanced security.

CERTIFICATIONS

AWS :	AWS Academy Cloud Architecting ↗
Cisco :	Introduction to Cybersecurity ↗ , Networking Essentials ↗
Google Cloud :	Architecting with Google Compute Engine ↗

BEYOND CURRICULUM

- Solved 350+ LeetCode challenges, continuously refining algorithmic and analytical skills.
- Winner of Kabaddi Tournaments (School High School); Achieved an A Grade in the Intermediate Drawing Exam.