

B H RAMJI

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Professional Summary

- A dynamic professional with 17 years and 8 months of experience in analysis, database creation and development of web applications in PHP, Laravel, Node.js and Angular.
- Experience in PHP frameworks (Laravel and CodeIgniter) and customization of PHP based open source applications like WordPress, SugarCRM & OpenCart.
- I have worked closely with many clients to understand their requirements and convert their functional ideas into technical solutions for applications and websites, comprehensive experience in multiple platforms, including Linux and Windows.

Core Skills

Languages: PHP, HTML, JavaScript, Ajax, jQuery, Angular, Ionic, NodeJs

Frameworks: Laravel, CodeIgniter

Databases: MySQL, MSSQL, MongoDB

Open Source: WordPress, SugarCRM, OpenCart

Tools: Visual Studio, Git, Jira, OpenProject

Platforms: LAMP, WAMP and XAMPP

Cloud: AWS (EC2, S3, VPC, Lightsail), Cloud Security & Cost Optimization

Professional Development

Post Graduate Program in Cloud Computing – Great Learning

Gained hands-on expertise in AWS (EC2, S3, VPC) architecture, cost management, security, and compliance.

Cloud Computing Certificate: <https://acrobat.adobe.com/id/urn:aaid:sc:AP:b1b4729f-4e3d-40a3-b700-83129d4cf766?viewer%21megaVerb=group-discover>

Education

Master of Computer Applications (MCA) – K.L.N. Engineering College, Madurai Kamaraj University | 2000–2003

Bachelor of Science in Physics – Sourashtra College, Madurai Kamaraj University | 1997–2000

Professional Experience

Technical Lead

CreditMantri Finserve Pvt. Ltd. | Nov 2024 – June 2025

- Provided technical leadership and mentoring to development teams.
- Translated business needs into actionable technical tasks, ensuring timely sprint delivery.
- Conducted code reviews, troubleshooting, and performance tuning.
- Led the development of an in-house CRM and other SaaS applications using Laravel, Angular, and AWS.
- Hands-on Contribution.

Technical Lead

Chenoa Information & Software Services Pvt. Ltd. | Jan 2022 – June 2024

- Managed end-to-end project lifecycle from planning to deployment.
- Guided junior developers on coding standards and best practices.
- Implemented low-code/no-code solutions alongside open-source technologies.
- Oversaw multiple projects integrating Twilio, Node.js, and AWS Transcribe.

Technical Lead

iKshamta Cloudware Pvt. Ltd. | Jan 2018 – Dec 2021

- Led development teams for complex web applications using Angular and Laravel.
- Managed requirements gathering, delegation, code review, and deployment on AWS Lightsail.
- Maintained repositories using Git, ensuring streamlined collaboration and delivery.

Associate Consultant

eNoah iSolution Pvt. Ltd. | Jan 2013 – Aug 2017

- Managed development and testing teams for web solutions.
- Acted as primary liaison for client requirements and delivery.

Senior Software Engineer

Prism Networks Pvt. Ltd. | Nov 2006 – Dec 2012

- Developed and customized SugarCRM modules for marketing, sales, and support.
- Integrated third-party APIs like Silverpop, enhanced lead management, and upgraded CRM systems.

Key Projects

- In-House CRM (CreditMantri) — (PHP,Laravel, Angular, MySQL)

We can categorize customers based on their credit scores to better understand their financial standing and risk profile. By doing this, the business can tailor its approach to different customer segments more effectively.

- **High Credit Score:** Customers with excellent credit scores can be prioritized for premium products, higher credit limits, or exclusive offers, as they represent low risk and high lifetime value.
- **Medium Credit Score:** This segment may benefit from personalized support, flexible payment plans, or targeted cross-sell opportunities to help improve their credit standing while increasing engagement.
- **Low Credit Score:** Customers in this group may require stricter credit controls or upfront payment options. They could also be offered credit-building products or educational resources to help them improve their scores over time.

By using credit score-based segmentation, the company can make informed decisions about lending, marketing, and customer relationship management. It reduces financial risk while also enabling more personalized and responsible customer engagement strategies

Sales CRM (Chenoa) — (PHP, Laravel, MySQL Angular, HTML, JQuery, Java Script)

The platform provides everyone across the business — including sales, customer service, marketing, and business development teams — with an integrated and efficient way to manage customer relationships and interactions that drive sustainable growth.

- **Create Opportunity:** Enables teams to quickly identify and log new sales opportunities, ensuring no potential deal is overlooked.
- **Accounts:** Manages detailed information about client companies, including interactions, contracts, and transaction history, to support a 360-degree customer view.
- **Contacts and Leads:** Keeps track of individual contacts and new leads, making it easy to nurture relationships, follow up on prospects, and convert leads into opportunities.
- **Opportunity Pipeline:** Visualizes the entire sales pipeline, showing opportunities at each stage so teams can prioritize, forecast, and manage deals more effectively.
- **Playbook:** Provides proven sales strategies, best practices, and guidance to help sales reps handle objections, close deals faster, and maintain consistency across the team.
- **Sales Dashboard:** Offers a real-time, comprehensive view of sales performance metrics, targets, and progress, empowering managers and reps to make informed decisions.
- **Forecast Manager:** Helps sales leaders accurately predict future sales revenue based on current pipeline data and historical trends, enabling better planning and goal setting.

Salesibyl (Ikshamta) — (PHP, Laravel, MySQL Angular, HTML, JQuery, Java Script, Node.js, AWS)

With this application, users can make and receive outgoing and incoming calls, host video meetings, and send text messages (SMS) — all without the need for a physical phone. The system is powered by the Twilio API, which provides robust, reliable cloud-based communication capabilities for voice and messaging.

This enables teams to connect with customers and colleagues from anywhere, using any device with an internet connection, making communication more flexible and cost-effective.

- **Call Transcriptions:** Automatically transcribes voice calls into text, making it easy to review conversations, share insights, and maintain accurate records.
- **Full Call Recordings:** Captures and securely stores complete recordings of calls for training, compliance, and quality assurance purposes.
- **Call History:** Provides a detailed log of all incoming and outgoing calls, including timestamps, participants, duration, and outcomes.
- **SMS History:** Tracks all text message communications, ensuring that conversations can be reviewed and audited when needed.

- **Visuals of All Calls:** Offers clear, visual representations of call data, such as call flow diagrams and timelines, helping teams analyze communication patterns.
- **Contacts:** Stores comprehensive information about all contacts, enabling quick access to call or message history and context for better customer interactions.

Mums Singapore (eNoah) — (PHP,Mysql,OpenCart)

This portal is a B2C e-commerce site that allows users to buy their mums products online. In addition to providing Daily deals, Referral Network for users, cash back option between the users and the paypal and smoovpay payment gateway used for the payment option.

Prism Microsystems- (PHP,Mysql,SugarCRM)

This SugarCRM Customization has a particular emphasis on the marketing, sales and support requirements, from lead generation through to sales close. Prism has a number of stages a prospect can move through on route to becoming a customer like Stage1, 2, 3.

Stage 1.

A prospect has registered for PrismPass (Knowledge Base) but has not downloaded any product content, or someone that has signed up for the Newsletter.

Stage 2.

A prospect has shown some interest in product information. They have taken content in the form of a White Paper, downloaded a seminar, or have attended a sponsored Webinar. While at this stage a prospect has taken an interest in the solution or looked at product level literature on Product, they have not really exhibited a high degree of interest. All these leads are given to telemarketing for further qualification to help move them along the sales process. If the telemarketing representative cannot move the prospect They make the prospect inactive, and they continue to receive our email marketing.

Stage 3.

Prospects at this step have exhibited enough interest that we want to assign a sales resource to them to be actively work

Silver pop API Integrated in SugarCRM.

Implemented Cold Call Team Project in SugarCRM.

Alternate Leads import implemented in SugarCRM.

Alternate Leads Import: First name, last name, and e-mail address in the .CSV file are compared with the existing records. Existing records are overwritten if matches are found.

We upgraded SugarCRM Latest version (SugarCRM 6.0.1)