



Vivek Gupta 6:34 PM

13 December 2024

Hello Everyone

happy to announce **Recognition for great performers** 📢👏

Month: October

Team: Campaign

👉 **@Hardik** ★

Achievements:

- Collaborated with all devs to ensure smooth FE delivery of tasks for email and sms reports
- Proactive on threads and took ownership of many modules for marketing reports
- Implemented project based sonar checks for FE monorepo resulting in precise monitoring for the project .
- His accurate and dependable work ethic makes him a valuable asset to the team
- Conducted in-depth evaluations of various email and SMS reporting solutions

👉 **@Mahir Asrani** ★

Achievements:

- Successfully completed the editor integration POC in the SMS campaign creation flow.
- Identified and reported concerns / bugs related to the variable picker during the POC phase, contributing to meeting the delivery timeline.
- Handled critical issues on URL tracking in SMS feature.
- Collaborated with other team for URL tracking feature to ensure smooth delivery.

👉 **@Sarthak** ★

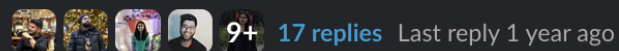
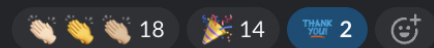
Achievements:

- Contributed in revamping some critical SMS public APIs
- Contributed in SMS froala editor handling requirement.

Congratulations **@Hardik**, **@Mahir Asrani** and **@Sarthak** 🙌

Looking forward to many more efforts in future.

cc **@tribe-campaign** (edited)






Harshit Rastogi 12:08 PM

13 June 2025 ▾



🌟 On-the-Spot Recognition – Month: May 2025 - Tribe: Campaign! 🌟

Team, I want to take a moment to appreciate some fantastic work delivered in the last month. Your hustle, ownership, and execution deserve a big shoutout! 🙌 Here's a quick spotlight:

 **Shaurya Rastogi**

@Shaurya

- Drove numerous enhancements across the Manage Tags and Campaign UI modules, with over 35 tasks completed in May.
- Led the integration of tag functionality across SMS, WhatsApp, and Push listings, streamlining campaign asset management.
- Rolled out improvements for tag & folder better organization in email campaigns.
- Enhanced error handling and UI consistency across tagging features, ensuring a smooth user experience.

🔧 **Satyam Singh** @Satyam

- Successfully developed and upgraded critical Tag APIs, implementing dual-read/write compatibility and legacy DB validation.
- Resolved key backend issues, including 524 errors and log inconsistencies across tag services.
- Improved observability by integrating Plan Service Manager and enhancing CI visibility.
- tags bulk insert and index optimization.

🔧 **Atul Sharma** @Atul Sharma

- Delivered major backend improvements for email campaigns, focusing on contact and recipient flow enhancements [Single contact selections].
- Built APIs for campaign duplication, recipient validation, and personalized targeting.
- Refined campaign logic for filters, thumbnails, and count estimation.
- Led backend execution across 20+ complex tasks.

🏆 🏆 **Honorable Mentions** 🏆 🏆

- @Baljeet Singh — for work on the template selection modal
- @Vivek Bisht — for bot contributions and quickly grasping the reports system
- @Ashish Arora — for leading the tags management effort
- @Naman Jain — for enabling single contact selections in email campaigns
- @Hardik — for spearheading component usage in campaigns, and audience selection view in reports
- @Sarthak — for completing the signed URL functionality
- @Nikhil Kaushik & @Sachin Raghav — for work on security tickets including Squid proxy



Harshit Rastogi 6:40 PM

16 December 2025



★★ On-the-Spot Recognition – Hats Off to Our Engineering Champions! ★★

★★ Month: July - Nov, 2025 - Tribe: Campaign ★★

Team, I want to take a moment to appreciate the incredible momentum we've maintained over the last few months. From massive infrastructure migrations and security hardening to building out the new Conversion Engine and refining our Campaign workflows, your dedication has been outstanding! 🙌

Here's a quick spotlight on some key contributions:

🔧 **Harshit Taneja** - @harshit.taneja has been a powerhouse in infrastructure and security. He led the critical **migration of multiple services (Ingress, Events, Enrich) from GKE to RKE2**, ensuring our backend remains robust. He also tackled high-severity security fixes, including a critical SQL injection vulnerability in folders, and improved observability by integrating Grafana for External Feeds. 🛡️

🔧 **Akash Kumar** - @Akash Kumar has been instrumental in stabilizing our **WhatsApp infrastructure**. He resolved the critical Application-Level Rate Limit exhaustion by increasing App DAU, implemented structured logging for External APIs, and laid the groundwork for multi-lingual support ADRs. His focus on reliability, including handling 401/403 logs, is highly appreciated. 🙌

⚙️ **Vivek Bisht** - @Vivek Bisht has been the architect behind our **New Conversion Engine**. From defining the DB modelling and adapting the **Hexagonal Architecture** to integrating Kafka pipelines for Amplitude events, he is building a scalable foundation. He also managed the sunset flow for the legacy conversion app and drove multiple security fixes across the backend. 📈

👨‍💻 **Pranjal Kulshrestha** - @Pranjal Kulshrestha delivered a major performance win by migrating the multiple public apis **from Node.js to Go**. He has been key in the Conversion Engine backend, implementing Authentication/Authorization packages, setting up Kafka consumers, and optimizing CSV export processes. A fantastic effort in modernizing our tech stack! 🚀

💻 **Hardik Sharma** - @Hardik has been owning the **Frontend for the Conversion Engine and Email Templates**. He built the new Conversion Goal pages, handled complex validations for template creation, and managed the setup of the new repository. His work on the "Save" functionality and attachment handling in the new editor has significantly improved user experience. 🎨

🔒 **Sachin Raghav** - @Sachin Raghav has been focused on **Security and Compliance**. He successfully executed the External Feeds Spanner to Postgres migration, resolved critical Dependabot alerts, and handled complex compliance tasks like the Turkey sending restrictions and WhatsApp discounted pricing implementation. His work helps streamline our operations. 🔑

🔗 **Sarthak Agarwal** - @Sarthak played a crucial role in the **Email Templates API migration to Golang**. He delivered key endpoints for saving, updating, and resetting template designs, ensuring feature parity. His backend work on handling A/B test links and batch sending for Pro users directly empowers our customers with more flexibility. 🔗