

SUMMARY:

Experienced Software Engineer with a strong background in Ad Tech, specializing in high-performance advertising solutions for mobile, desktop, and connected TV (CTV), handling over 3 billion ad requests per day. With five years of diverse experience across the US and Ireland, I am skilled in both backend development and QA, with expertise in building scalable systems and optimizing performance. Additionally, I have a solid understanding of data engineering, including data pipeline management, ETL processes, and ensuring data accuracy across systems. I hold a Master's degree in Information Sciences and Technologies from Rochester Institute of Technology and a B.E. in Information Technology from Mumbai University.

WORK EXPERIENCE:

● Kargo Global Inc, New York City, US

○ Associate Software Engineer

February 2024 -

- Develop product solutions for Kargo's large-scale distributed advertising auction platform integrated with multiple industry leading publishers and Demand Supply Platforms using complex data-structures.
- Played a key role in integrating a **critical CTV solution** into the ad-serving platform after the acquisition of VideoByte, enabling multi-bid capabilities for the same impression and expanding the company's presence in **CTV advertising**.
- Assisted in optimizing **bidding strategies through the in-house Supply Side Platform (SSP)**, contributing to experiments that improved revenue by **up to 5%**.
- Led multiple projects each quarter, enhancing **ad-serving capabilities** and driving platform improvements.
- Maintain integrations with various **Publishers and Demand Side Platforms (DSP)** using OpenRTB and Prebid specs, ensuring seamless ad transactions.
- Help monitoring of daily operations of the **ad-serving platform spanning four data centers**, handling **5 billion requests per day** and generating **71% of the company's total gross revenue**.
- Resolve **bugs and escalations** within tight deadlines, ensuring system stability and maintaining **stakeholder trust**.
- Technical Skills and tools leveraged include **Golang, Kubernetes, SQL, RESTful APIs, Snowflake, Docker**.

○ Associate Software Engineer in Test

March 2020 - February 2024

- **Built automated testing solutions** for the Kraken ad service's header bidding using JavaScript and Cypress, enhancing system reliability and operational efficiency while ensuring **100% feature parity** with a **3rd party vendor's managed solution**.
- **Ensured the in-house SSP scaled effectively** to handle **100% of incoming ad requests across all regions**, contributing to an **incremental gross revenue of ~\$6 million in 2021**, by developing a test plan for successful QA while integrating DSPs like Google DV360 and Amazon.
- Assisted in QA and contributed to developing test plans for the migration from the 3rd party vendor's managed solution to the in-house Supply Side Platform (SSP) in 2022, resulting in **seven-figure cost savings**.
- **Led the QA effort between the Kraken and Data teams** to ensure accurate, reliable, and complete data in stage tables, fact tables, and aggregate tables while the ad serving platform was being scaled up, utilizing Snowflake for thorough testing and validation.
- **Led the QA effort as the sole QA** to validate all data from aggregate tables for Looker reporting, ensuring **accurate and reliable data was available to stakeholders**.
- Helped the team and volunteered in monitoring traffic **during high-ad-traffic holiday seasons**, while maintaining ad quality directly contributing to **revenue growth**.
- **Successfully transitioned from QA to Software Engineering** role in 2024, taking on more responsibilities and owning project epics.
- Technical Skills and tools leveraged include **JavaScript, Cypress, Kubernetes, SQL, Golang RESTful APIs, Snowflake, Docker, Looker, Postman**.

TECHNICAL SKILLS

Coding Languages:

Golang, Python, SQL, Java, JavaScript, React.js, Angular4.

Tools & Systems:

GitHub, VS Code, Docker, Snowflake, Looker, Postman, Kubernetes, Papertrail, Postman, Cypress, Grafana, AWS S3 & Kinesis, TablePlus, PagerDuty, Co-pilot, PostgreSQL, InfluxDB

EDUCATION:

M.S, Information Sciences and Technologies.

Rochester Institute of Technology.

2019

B.E, Information Technology.

Mumbai University, India.

2016.

Diploma, Computer Technology.

Maharashtra State Board, India.

2013.

HOBBIES:

- Experiment with cooking vegetarian food, exploring new recipes and refining culinary techniques.
- Enjoy hiking, especially exploring scenic trails and connecting with nature.
- Follow European soccer and various sports, staying updated on leagues and major events.
- Recently picked up guitar and started learning.