

Avinash Choubey

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CAREER OBJECTIVE

As an experienced software engineer with a passion for product development, my career objective is utilizing technical expertise for strategic product planning, customer-centric design, and successful product delivery. Driving innovation, cross-functional collaboration, and market-driven product development.

KEY COMPETENCIES

Technical Background
Problem Solving
Client relationships
Agile Methodology

User-Centric Mindset
Data-Driven Decision Making
Cross-Functional Collaboration
Market Research

Communication Skills
Project Management
Product Strategy
Requirement Gathering

PROFESSIONAL EXPERIENCE

Salesforce

Oct 2022 - Present

Member of Technical Staff

- Automated Kafka cluster deployment using Jenkins and Chef, **reducing deployment efforts by 90%**. Decreased security certificate rotation time from 14 dev days to just a few minutes per quarter for each customer team.
- Consolidated login portals for various clouds within the Salesforce ecosystem, streamlining user access to subscribed services. Eliminated the need for manual logins to individual products, **enhancing user experience and efficiency**.
- Developed a cloud-to-cloud API interface, enabling seamless communication and data sharing between different cloud platforms.
- Implemented a global directory of tenants, fostering a holistic 360-degree view and facilitating the exchange of data across multiple clouds. This made the users aware about other functionalities of the system and **drove more adoptions for other offerings on the platform**.

Decision Point

Sept 2021 - Oct 2022

Software Engineer

- Successfully lead the end-to-end development of a PVP simulator for a US-based FMCG brand, ensuring the product **aligned with business goals and customer expectations**.
- Implemented a Cards library for an analytics chatbot named Beagle, resulting in significant time savings and enhanced customization capabilities. **This improvement positively impacted user engagement and data-driven decision-making**.
- Played a significant role in the development of a sales workforce monitoring tool for a Fortune 500 company in the South East Asia Region. I utilized RabbitMQ for efficient asynchronous processing, enabling seamless task management across distributed microservices.
- Developed secure and high-performing APIs that facilitated seamless integration between systems, contributing to **enhanced data exchange and overall product functionality**.

Decision Point

Feb 2020 - Jan 2021

Software Engineer

- Spearheaded the end-to-end development of an ETL pipeline designed to efficiently process and segregate millions of data points generated by a third-party source. This pipeline effectively preprocessed the data and seamlessly inserted it into Google BigQuery, **facilitating comprehensive data analysis and insights generation**.
- Took **ownership of implementing a robust monitoring and automatic reporting system**, ensuring the prompt detection and resolution of failures within the ETL pipeline. This system, integrated with appropriate technologies such as Git and Jira, significantly improved data reliability and minimized disruptions to downstream processes.
- Conducted in-depth exploration and evaluation of Facebook Workplace, MS BotFramework, and Twilio's WhatsApp API to assess their potential integration into the product**. These investigations, driven by a focus on future enhancements, provided valuable insights and paved the way for potential product expansion and improved user experiences.
- Built a proof-of-concept platform showcasing the capabilities of analytics-driven chatbots for Fortune 500 companies. This platform, developed using technologies such as Flask, Python, Facebook Graph API, and Twilio WhatsApp API, **demonstrated the value of integrating chatbot technology into enterprise environments, particularly for data-driven decision-making**.

EDUCATION

ABES Engineering College

2016-2020

Bachelor of Technology, Computer Science And Engineering - 7.6 SGPA