

### SUMMARY

Results-driven software engineer with 4+ years of experience supporting enterprise clients like Nike, Williams Sonoma, and Marriott in API-driven SaaS integrations. Skilled in full-cycle client onboarding, troubleshooting dynamic content via weather/location/date APIs, and driving measurable improvements in campaign outcomes. Strong communicator with technical mentorship experience and a Master's in Computer Science.

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### PROFESSIONAL EXPERIENCE

- Teaching Assistant** | Rivier University | Nashua **May 2024 - May 2025**
- Assisted professors in courses on networking, database management, and cybersecurity
  - Conducted lab sessions, troubleshooting, and hands-on demonstrations (LAN, VLAN, Subnetting, TCP/IP)
  - Created grading rubrics, reviewed assignments, and supported student learning on zyBooks.
- Social Media Manager** | Rivier University | Nashua **Dec 2023 - Sep 2024**
- Managed social media accounts across multiple platforms, consistently achieving and surpassing engagement goals.
  - Utilized Google Analytics to analyze performance metrics, leading to a 20% improvement in overall reach and engagement.
- Senior Developer** | Jivox Software Pvt. Ltd | Bengaluru **Apr 2023 - Jul 2023**
- Analyzed campaign performance using Jivox's analytics tools, delivering insights that led to a 15% sales increase for Williams Sonoma.
  - Led the end-to-end development of ad projects for Williams Sonoma, resolving logic and implementation issues and providing design and API recommendations that increased CTR by 10%. Integrated contextual APIs (weather, date/time, location) into dynamic ad creatives for real-time personalization.
  - Led end-to-end integration of Jivox's SaaS-based ad personalization platform for global clients.
  - Served as technical liaison during onboarding, managing client expectations and delivering production-ready solutions.
- Associate Developer** | Jivox Software Pvt. Ltd. | Bengaluru **Sep 2019 - May 2023**
- Developed animated, cross-browser ad creatives using HTML, CSS, JavaScript, jQuery, and Greensock, delivering campaigns for brands like Nike, Marriott, and Williams Sonoma.
  - Automated ad production workflows and integrated logic-based API rendering, saving 4+ hours weekly and improving scalability during peak traffic.
  - Owned client onboarding and configuration for logic-based ad delivery using REST APIs and dynamic data triggers.
  - Collaborated with client tech teams to align campaign behavior with real-time weather, time, and geolocation data.
  - Handled escalations during peak traffic, ensuring performance and scalability across large-volume campaigns.
- Intern** | Jivox Software Pvt. Ltd. | Bengaluru **Mar 2019 - Sep 2019**
- Built clean, efficient animated ad units that met production standards.
  - Delivered a high-priority ad for an APAC client from development to production within 24 hours.
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### SKILLS

- Programming: JavaScript, Python, Java, HTML5, CSS, Node.js, SQL
  - Frameworks/Libraries: ReactJS, Greensock
  - Tools & Platforms: AWS, Git, Adobe Animate CC, Photoshop, Premier Pro, Tableau, Google Web Designer
  - Database & Analytics: MySQL, Tableau, Google Analytics
  - SaaS & API Expertise: API Troubleshooting, REST Integration, Client Onboarding, Escalation Handling, SaaS Support
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### EDUCATION

- Rivier University** | Master of Computer Science – (4.0 GPA) **Oct 2023 - May 2025**
- New Horizon College of Engineering (VTU)** | B.E, Computer Science and Engineering - (3.0 GPA) **Jul 2014 - Aug 2018**
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### PROJECTS

**Satellite onboard software lifecycle non-conformances analysis – Indian Space Research Organisation:** Using the MapReduce Algorithm on a SaaS that efficiently processes over 200 terabytes of Big Data, and extending it to PaaS which simplifies and streamlines large-scale data processing for long-term convenience. **Tools used:** JAVA, Apache Hadoop, AWS and Tableau

**Climate Change Simulator:** Created a website for raising awareness about climate change and promoting positive environmental actions with interactive simulations.

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### AWARDS

Recipient of Certificate of Achievement and Certificate of Recognition – Rivier University, 2025 Awarded for academic excellence and outstanding contributions as a Teaching Assistant.

Above and Beyond Award – Jivox, Nov 2021 & Nov 2022 Recognized for exceptional leadership, innovation, and impact in achieving key company milestones.