KIRAN UPASE Pune, Maharashtra

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SUMMARY

Software Engineer with 2 years of experience in MarTech, specializing in building scalable solutions for marketing automation, customer engagement, and communication delivery systems. Experienced in developing systems that send targeted communications via email, SMS, and other channels, and generating personalized content for users. Skilled in integrating marketing technologies with business needs, leveraging Agile methodologies to deliver efficient, user-centric software solutions.

SKILLS

Programming Languages: Java, Python
Frameworks & Libraries: REST APIs, Spring Frameworks
Messaging & Streaming: Apache Kafka, RabbitMQ
DevOps & Tools: Git, GitHub, Jenkins, Docker, Kubernetes
Project & Workflow Management: Jira, Agile, CI/CD
Systems Expertise: Distributed Systems, System Design, Microservices Architecture

LLM PROFICIENCY

ChatGPT, Claude, Phind, GitHub Copilot, Perplexity

PROFESSIONAL EXPERIENCE

Software Engineer; HCL Software - India   **Aug 2023 - Present**
- Maintained and enhanced core modules supporting multi-channel communication (Email, SMS, RCS, Push) for enterprise-scale marketing campaigns, ensuring high-throughput and reliable message delivery.
- Improved and maintained backend systems to track communication delivery, user engagement, and link click responses, ensuring full visibility into customer behavior.
- Developed and delivered SMS feature that associates offers with short links and enables real-time tracking of offer responses.
- Developed link aliasing functionality for email communications to distinguish between identical URLs used in different parts of the message, improving analytics accuracy.
- Built functionality for managing Personalization Fields (PFs) — allowing users to add, delete, and track usage of PFs across communications, enabling better content customization and auditability.
- Optimized PDF generation in the Email Archival system — reduced processing time from ~10 minutes to under 2 minutes for 500 emails, enhancing efficiency and resource usage.

PROBLEM SOLVING

- Solved 700+ problems on LeetCode focused on algorithms, data structures, and system design.
- Regularly practice problem-solving to improve coding speed, logic, and interview readiness.

ACHIEVEMENTS

Finale participant for the Smart India Hackathon (SIH 2022), visited IIT (BHU) in August 2022 for final round

EDUCATION

Sipna College Of Engineering And Technology, Amravati - India   **May 2023**
- BE in Computer Science and Engineering : Courses: Fundamental of programming languages, Software Engineering, Data Structures and Algorithms, Operating Systems, DBMS, Theory of Computation, Applied Mathematics