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ORACLE®
**PartnerNetwork
Certified Specialist**

Technical Architect

I am a Senior software engineer with 10+ years of professional work experience with domain expertise in Digital Marketing, CRM, HRIS, Sales and Retail deployed on Cloud as well as company Infrastructure. I have extensive experience in Product Development Lifecycle and has participated in requirements gathering, architectural specification, database and business layer design, user interface development, testing, optimization & deployment for multiple projects from scratch.

Many a times working closely with business, to make sure the project delivers on time and as specified. Particularly, my strength is the extensive expertise in setting up, designing, coding and supporting database solutions in all major DB technologies in real time transactional systems as well as massive multi TB data warehouse environments.

My Skills include

- Agile Methodologies /Scrum
- Continuous Integration/ Automated "Everything"
    - Jenkins
    - Docker
- Programming
    - Scala ,Java, Python
- AWS
- Data Analysis /DWH /Reporting
    - Dashboard Design
    - Tableau/Qlikview/OBIEE /BO/Oracle Apex
    - ETL/ Informatica
    - Data Profiling and Data Enrichment Activities
    - Data Quality Management
- Database Technologies

  - Data modeling and database design
  - Oracle 9i/10g/11g (SQL / PL/SQL, MySQL, MongoDB Development)
  - 5 Years plus solid exp in Oracle DB administration/EM/Grid
  - Teradata (Queries / macros)
  - MySQL and PostgreSQL
  - Microsoft SQL Server
  - Mongo DB development
- Programming
  - SQL / PL SQL, shell scripting
  - Oracle APEX
  - Oracle VPD implementation.(Using RLS)
  - Performance Tuning((AWR, SQL Tuning Analyzer)

Certifications

- Oracle Certified Associate 11g (2013)
- ITIL Foundation Syllabus 2011

ORACLE®
Certified Associate
Oracle Database 11*g*
Administrator

wtwnwr
⑦⑩⑨

Experience

wtwnwr.com: 06/01/16 to present
CEO and Co-founder

What When Where.com is a B2C marketing platform, which gives priority to Location, Privacy and Relevance of marketing material to end users as well as business? Currently past the MVP stage, is doing Beta test with pilot customers.

Solaforce Oy: 07/10/14 to present
Senior Software Engineer

solaforce

Recruited as a Senior Developer/Architect for implementing a next generation SaaS solution from scratch on the cloud. Was involved from the stage of technology solution to the implementation. Stack Included > PostgreSQL on RDS, Scala on Play Framework, Jenkins, Python, Bootstrap on AWS instances.

Tata Consultancy Services: 16/09/09 to 07/10/14
Assistant Consultant

Recruited as a Data modeling consultant, I quickly evolved into a Technical lead and solution architect with experience in creating technical solution concepts in CRM /Digital marketing and was in charge of leading development activities related to PLSQL, Oracle Apex and ETL.

Key projects and contributions
- **Microsoft –Nokia CRM/DM Integration** : (6 Months)(Espoo Finland)
    o Served as the **Technical lead / Data Architect** from the integration perspective
    o Designing and implementing CRM solution to cater to the new corporate merge.
    o Designed and developed a dynamic score merge at consumer level to help in Consumer Segmentation and digital marketing.
    o Current position.
- **Nokia CRM and Digital Marketing domain** (: 10 Months) (Espoo, Finland)
    o Served as the **Technical lead / Solution Architect** from the product development perspective of the Digital marketing tool
    o Working with the data quality team to identify reporting issues and advising the support team on correction strategies.
    o Implementing new integrations with tools like Omniture , Equipment Master etc.
    o Reviewing Technical specifications and changes.
    o Specific functionalities implemented.
        ▪ **SMS replies and surveys**(Facilitating requirements from countries like Canada where Mobile replies are mandatory)
        ▪ **Email surveys**
        ▪ **Cashback/ Redemption interface** supporting multiple types of redemption options.
        ▪ **Alert system for Digital Marketing campaign owners** on successful/unsuccessful campaigning.
        ▪ **Campaign Open devices metrics** on real time basis.
    o The mail marketing tool matured under my watch and has been deeply appreciated by business.
    o Key Achievement 1: Won a major proposal with competing tools which included industry leaders. Able to deliver performance improvements in the Digital Marketing tool from **3M to 15M messages per day**
- **Nokia 121 Marketing (Digital Marketing tool):** (1.5 years) (Espoo, Finland)
    o Served as the **Lead Developer / Data Architect** from the product development perspective of the Digital marketing tool
    o Served as one of the key decision makers from technology perspective , when moving to the new tool
    o In charge of designing, modeling, implementing, coding and supporting the system from scratch in Agile Methods
    o **Achievements 1**: Implemented from scratch the **Campaign Execution Engine** which had major improvement from the Siebel CRM engine which the tool replaced
    o Achievements 2: Overhaul of the Campaign execution engine to increase throughput by 400% (engine redesign.)
    o Achievements 3: Started as a personal project, to **implement real-time reporting and monitoring dashboard** to the existing system which gave visibility into the tools functioning , which is currently used extensively by business

- **Nokia COACH (CRM & Digital Marketing)** : (1 Year)(Espoo, Finland)
    o Served as the senior PLSQL developer
    o Responsible for coordinating and executing large scale data manipulations and correction and thus well versed in **BULK Collect** and **FORALL usage** in PLSQL
    o Responsible for coordinating Global Maintenance Break activities from DB perspective which involved large table rebuilds and data reorganizations.
    o Implemented partitioning and partitioning exchange for monthly archiving of data
    o Extensive real-time monitoring of the DB's using the Oracle Grid Control tool, by setting up event based alert mails and notifications
- **Nokia café (Retail):** (2 Months) (Chennai , India)

- o Was in charge of performance of the OLTP application on the Siebel CRM platform and also DB level trouble shooting and periodic monitoring Oracle EM/Grid control.
- o Identifying critical issues and performance bottlenecks through proactive monitoring. Analyzing AWR, ASH and ADDM reports to improve the performance of the Db.
- o <u>Four different instances of improving the performances</u> (Mainly batch jobs, query tuning and by introducing table partitions.)
- **Nokia Retail Net (Retail):** (4 Months) (Chennai , India)
  - o Resolving Performance issues and making sure that the reports/screen of various Siebel/Analytics applications meets the NFR (Non Functional Requirements) signed with the customer).
  - o Working with Oracle ES specialists to solve performance issues on Siebel as well as for integration with Data warehousing tools.
  - o <u>Training conducted</u> for the developers emphasizing on the techniques involved in getting the best performance when writing queries and procedures.

Satyam Computer Services Ltd: (08/8/2005) – (15/09/09)

Oracle Developer / Junior Oracle DBA

Key projects and contributions.
- **Unilever Australia (FMCG) :** (Chennai , India)
  - o Oracle DBA in the production support team responsible for Creating and Maintaining 20 different Production Databases and it's development environments in versions ranging across Oracle 7.3, 8.1.7.4, 9.1 and 10.2.x .
  - o Maintaining and monitoring backup strategies and activities for the different databases with RMAN, Hot and Cold backups.
- **NISSAN EUROPE (Automobile / Manufacturing):** (Chennai , India)
  - o Created and Maintained 3 different development databases. Resolving different access and privilege issues in DEV environments.
  - o Performance Tuning and analysis of newly developed queries in the development database. Updating database structure as an when requirement changes happen. Monthly DB refresh with the updated dump
- **McGraw-Hill Group (Business Information Group) (Information Analytics):** (Chennai , India)
  - o As a junior Oracle DBA, the following were the activities carried out: Supporting PL/SQL and Oracle Forms users from offshore.
  - o Monitoring cron jobs and Informatica workflows and incase of failure analyze and notify the concerned if necessary. Monitoring and scheduling the backup activities(import Export, Oracle data pump and RMAN utility)
- **Chevron-Texaco (Oil and Natural Gas) :** (Hyderabad , India)
  - o As junior Oracle DBA, the following are the activities carried out. Automating the Backup Activities.
  - o Documenting each and every Backup activity done according to the Client standards.

Accolades

- Best Outgoing Trainee - Oracle DBA training:-Satyam Learning Center (April 2006).
- TCS GEMS Appreciation for outstanding performance : 121 Marketing 2013

Education

Bachelor of Technology, Kannur University, Kerala, India (2005)

Languages

- Malayalam – Mother tongue
- English-(Professional Working Proficiency)
- Hindi - (Fluent–Written/Spoken)
- Finnish - (Basic Working knowledge)
- German (Basic Working Knowledge