

# GIRISH GAURAV

## Executive Summary

Seasoned professional with deep expertise in executing full development life-cycle and architecture designing using **Java, J2EE, MongoDB, Spring, SQL, Maven, design patterns and data structures.**

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## Profile Summary

- A seasoned senior level technology professional with over 12 years of experience in the internet software industry.
- Having experience in implementation of software development and architecture design using Java, J2EE, MongoDB, Spring, SQL, Maven, XML, design patterns and data structures.
- Experience in a variety of business domains like Real Estate, Automotive - Connected Car, Email/Digital Marketing and Digital Media.
- Currently handling In house Newsletter Delivery, Subscriptions Management and Newsletter domain reputation management with one of India's top Publishing house.
- Have experience in organisations of various sizes from large scale enterprises to startups.
- Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
- Involved in projects from concept to deployment, ranging from data centre workflow solutions, e-commerce to highly scalable media content properties.



## Academic Details

- 2008 : M.C.A. from Institute of Management Studies, Dehradun, (H.N.B. Garhwal University, Srinagar)
- 2004 : M.Com, Govt. P.G.College, Rudrapur, (Kumaun University, Nainital)
- 2002 : B.Com, Govt. P.G.College, Rudrapur, (Kumaun University, Nainital)
- 1999 : Senior Secondary, UP Board
- 1997 : Secondary, UP Board



## Certifications

- MongoDB for DBAs, MongoDB Inc. (formerly 10gen), The MongoDB Company
- MongoDB for Java Developers, MongoDB Inc. (formerly 10gen), The MongoDB Company
- Application Security and Secure Coding Training, Codebashing Ltd.



## Core Competencies

<b>Java</b>	<b>Spring</b>	<b>MongoDB</b>
<b>SQL</b>	<b>Elastic Search</b>	<b>Linux</b>
<b>Email/Digital Marketing</b>	<b>Design Patterns</b>	<b>Data Structure</b>



**Apr'2013- Till Date**



**Times Internet Ltd. A Times of India Company, Noida  
Manager - Technology**

**Responsibilities:** Design, system integration and development.

**Project Name:** Economic Times

**Nature of Project:** Economic Times newsletter and notification delivery system | Ad Server | ET Rise

**Technology used:** Java, Spring, Kafka, Redis, Mongo DB, My SQL

**Key Result Areas:**

- End to end delivery of the application at scale to manage the outgoing email volume
- Building and incorporating machine learning based intelligence into email targeting and planning.
- Develop and Maintain ad logic applications that drive display and video advertisements on Economic Times and Times of India
- Design and develop the whole system from scratch using design methodology.
- Mentor and guide a team of 4 individual contributors towards achieving business goals.
- Actively participate and plan sprints, milestones and release cycles.
- Manage day to day technical fixes, issues and reputation anomalies with the delivery mechanism for emails.

**Highlights:**

- Successfully delivered the application with an ability to send 50 Million emails and 100 million notifications a week to the user base.
- Developed an integrated backend to generate microsites for business customers with a host of start of the art functions.

**Manager - Technology**

**Responsibilities:** Design, system integration and development.

**Project Name:** Sendpal

**Nature of Project:** Internal Email service providing platform

**Technology used:** Java, Elastic Search, Spring, Spring Batch, Mongo DB, My SQL

**Key Result Areas:**

- End to end delivery of the application at scale to manage the outgoing and incoming email volumes with appropriate response handling
- Built custom solutions to enable high availability storage and retrieval of records
- Designed and developed a user friendly admin panel to enable non technical users to administer the whole system
- Mentored and guided a team of 2 individual contributors.

**Highlights:**

- Successfully developed the application with an ability to send 1 Billion emails a month to a variety of internal and external users.
- Implemented dynamic and real time segmentation for event based lists.

**Feb'2012 – Apr'2013**



**Chleon Automotive Pvt. Ltd, Noida  
Sr. Software Engineer.**

**Responsibilities:** System integration, development & testing.

**Project Name:** C-Fleet & Cloudvault

**Nature of Project:** A vehicle tracking & management system built on the concept of connected cars

**Technology used:** Java, Spring, Web Services, Hazelcast (Data Grid & Grid Computing), MongoDB, UDP, GWT

**Key Result Areas:**

- Contributed towards building an automated testing framework for C-Fleet.
- Contributed towards developing the backend and UI for the entire system

**Sep'2010 – Feb'2012**

infoedge

**Info Edge India Ltd., Noida**

**Sr. Software Engineer.**

**Responsibilities:** System Development

**Project Name:** 99acres.com

**Nature of Project:** Internal Email service providing platform

**Technology used:** Java, PHP, MySQL

**Key Result Areas:**

- Created XHTML/Mobile version (99acres.mobi) for existing 99acres.com, and worked on different modules of 99acres.com.
- Contributed towards development of automatic lead distribution system
- Contributed towards building a content curation tool which helped the business in discovering new listings on competitor businesses.

**Feb'2008 – Sep'2010**

one97

**One97 Communications Ltd, Noida**

**Software Engineer**

**Responsibilities:** System Development

**Project Name:** Oc2ps | Subscription Manager | VMS | Missed Call Alert

**Nature of Project:** User to user internet communication platform for mobiles | IVR/Special number based content delivery on SMS | Voice Mail services | Missed call SMS Alert

**Technology used:** Java, Struts, Spring, Hibernate, JSP, Servlets, JDBC, MySQL

**Key Result Areas:**

- Involved in the end to end development for the Oc2ps and making it responsive.
- Developed the sync protocol for contact sync on our servers using FUNAMBOL (Open source SyncML server and framework.)
- Involved in developing the Missed Call Alert SMS mechanism as well as subscription manager and VMS Operations reporting



## Personal Details

**Date of Birth:** 10<sup>th</sup> March 1983

**Languages Known:** English & Hindi

**Present Address:** G-402, AIG Park Avenue, Gaur City – I, Sector – 4, Greater Noida (W), Uttar Pradesh - 201308

**Permanent Address:** Garg Mansion, Shayam Ratan Vatika, Opp. Sandeep Industries, Khatima Road, Sitarganj, Udham Singh Nagar, Uttarakhand - 262405