

JAYASAI NAGARAJAN

SOFTWARE DEVELOPER

+91 9566540048 • Jayasai.nagarajan@gmail.com • Chennai

Summary

I am an enthusiastic Software Developer skilled in Full-Stack Development with a strong passion for adopting emerging technologies. My goal is to leverage my skills and experience in a dynamic environment where I can continue to learn and contribute to impactful projects. I have a solid foundation in MERN Stack and demonstrated success in collaborating with cross-functional teams to achieve project goals.

Skills

React, Express, MongoDB, NodeJS, Angular, Jest, Mocha, Super test, Rest Api, Git, SQL, Bootstrap, Tailwind.

Experience

AdGlobal360 - HakuHodo

Chennai

Delivery Engineer

06/2025 - Present

Marketing Tech Company | Driving Client Growth Through Creativity, Technology, and Media

- Led backend modernization efforts, migrating hundreds of files from CommonJS to ESM and upgrading to **Express v5**, improving code maintainability and API clarity across multiple services.
- Optimized dependencies and project structure, reducing package bloat and improving build performance, while implementing linting standards and pre-commit checks with **ESLint & Husky**.
- Designed and implemented **secure authentication flows** and **role-based access control (RBAC)**, ensuring robust security for client-facing applications.
- Added automated **unit and integration tests** using Jest, and maintained comprehensive **API and database documentation** for cross-team collaboration.
- Streamlined routing and merged duplicated endpoints, reducing redundancy and improving developer efficiency.
- Implemented CI/CD pipelines using **Git, AWS CodeBuild, and ECS**, enabling automated deployments, rollback capabilities, and faster release cycles.

Camp Automation

Bengaluru

Product Developer

11/2022 - 06/2025

A company specializing in automation solutions.

- Developed and maintained scalable web applications using **MongoDB, Express.js, React**, and **Node.js**, improving system performance and user experience.
- Collaborated with cross-functional teams to define project requirements, design, and implement features for **marketing automation software**, including campaign tracking, lead generation, and reporting.
- Enhanced existing software by optimizing frontend design and implementing new features, which improved user engagement by 30%.
- Integrated third-party APIs (e.g., Meta Ads API, Google Ads API) for ad campaign tracking and reporting.
- Implemented a comprehensive testing strategy using **Jest** and **Mocha**, ensuring high code quality and reducing bugs by 40%.
- Utilized version control systems (**Git**) to manage code changes, collaborate with team members, and maintain a clean, organized codebase.
- Awarded the **Best Performer Award** for successfully completing a full frontend revamp of an existing marketing automation software, resulting in improved user satisfaction.
- Increased customer retention by 25% through the development of a seamless user onboarding experience.
- Reduced system downtime by 40% by optimizing database queries and improving server performance.

Pom Tech

Chennai

Software Trainee

06/2022 - 11/2022

A technology company focused on software development.

- Collaborated with designers to create clean interfaces and intuitive user experiences.
- Assisted senior developers in managing large-scale projects for clients, utilizing **MERN**.
- Developed and programmed detailed front-end and back-end solutions for public and internal websites.
- Implemented responsive design principles to ensure optimal performance across various devices and browsers.
- Participated in code reviews and contributed to team meetings, providing feedback and suggestions for improvement.
- Documented project requirements, technical specifications, and development processes to facilitate project management and knowledge sharing.
- Decreased bug resolution time by 40% by streamlining QA processes.
- Improved codebase stability by 25% by implementing robust testing protocols and continuous integration.

Education

Anna University	Chennai
Bachelor Of Engineering In Computer Science	06/2018 - 06/2022
Smt. N.D.J.A. Vivekananda Vidyalaya, junior college	Chennai
High School Certification	06/2017 - 06/2018

Projects

Marketing Automation Software 03/2024 - 06/2025

Developed a versatile marketing automation software catering to 8 business use cases, streamlining processes and enhancing customer engagement.

- **Key Use Cases:** Lead generation, newsletters, event bookings, cross-selling, referrals, downloads, signups, and feedback collection.
- **Technologies Used:** MERN stack (MongoDB, Express.js, React.js, Node.js), AWS for deployment, Twilio API for WhatsApp, and AWS SES for email automation.
- **Features:** Automated workflows, personalized email and WhatsApp communication, real-time analytics for campaign optimization.
- **Impact:** Improved customer engagement, reduced manual effort by 60%, and increased conversion rates by 40%.
- **Scalability:** Deployed on AWS, ensuring high availability and reliability for business growth.

API Integration 07/2023 - 12/2023

A project focused on enhancing content Automation through API integration.

- Implemented API integrations for Facebook, Instagram, and LinkedIn, enhancing the website's social media connectivity and user interaction capabilities.
- Enabled features such as social media login, content sharing, and real-time feed updates.
- Worked on ensuring the integrations were seamless and did not affect site performance.

Restaurant Website Development 06/2022 - 09/2022

A project aimed at enhancing restaurant operations through web development.

- Developed a dynamic restaurant website using the MERN stack, enabling seamless menu management and online ordering, which enhanced user experience and streamlined operational efficiency.
- Implemented features such as a real-time menu editor and order tracking.
- Ensured the website was mobile-responsive and optimized for performance across various devices and browsers.

Key Achievements

Best Performer Award

Led the complete frontend revamp of an existing marketing automation software, enhancing user experience and interface design.

Award for Timely Completion of

Client Request Enhancements

Received recognition from Camp Automation for consistently delivering client-requested enhancements ahead of schedule, demonstrating exceptional project management and dedication to client satisfaction.

Team Player Award

Collaborated with cross-functional teams to define project requirements and scope, showcasing flexibility and adaptability in responding to evolving project priorities.