



Keerthana Arunagiri

keerthanaarunagiri2496@gmail.com
m
6381831855

Chennai

LinkedIn: <https://www.linkedin.com/in/keerthana-arunagiri-7688a1176>

Summary

Senior-level Software and Application Developer passionate about building scalable applications, proficient in front-end and back-end technologies, dedicated to delivering high-quality software solutions.

Work History

08/2022 - 10/2024

Full Stack Developer - PHP

Ki Mobility Solutions pvt ltd, Chennai

- Developed robust CRM applications utilizing core PHP to streamline project workflows and enhance user experiences.
- Developed and launched **responsive landing pages** for marketing campaigns, improving user engagement and contributing to higher lead conversions.
- Managed and enhanced the **daily lead conversion panel**, including data handling, workflow improvements, and regular bug fixing.
- Built and maintained **revenue reporting modules**, delivering accurate financial insights for management through automated data summaries
- Handled **user credential and access management** within an internal portal, ensuring secure role-based authorization and smooth onboarding of new users.
- Designed, developed, and integrated **REST APIs** for internal systems and third-party platforms.
- Created and optimized **automated data-loading processes** using cron jobs, improving operational efficiency and reducing manual work.
- Improved database performance by writing and tuning **stored procedures**, complex SQL queries, and scheduled data operations.
- Collaborated with cross-functional teams (QA, Product, Marketing) to support releases, troubleshoot issues, and ensure smooth production deployment.
- Executed AWS-based data migration tasks for CGP systems, utilizing cloud storage and compute services for efficient data transfer.
- Built a reimbursement application that collects employee and claim details and automatically routes the data to the Accounts team for processing.
- Managed data transfer to the automated dialer process to support efficient data loading for the re-engagement team.

- Worked on Laravel-based applications including API development, CRUD modules, authentication, and admin dashboards.
- Built multiple modules using MVC architecture, Eloquent ORM, and Blade templating.
- Integrated third-party APIs (SMS, WhatsApp, payment gateway) with Laravel.
- Designed database schema and wrote efficient queries using Eloquent relationships and Query Builder.

06/2019 - 07/2022

Full Stack Developer

Gobumpr, Chennai

- Developed dynamic UI components to enhance user experience, ensuring responsive design and accessibility.
- Designed and implemented new features within existing PHP applications, improving functionality and user engagement.
- Executed unit testing on new and modified functionalities to maintain code quality and facilitate debugging.
- Created dynamic forms and admin panels based on business requirements.
- Designed and implemented a call-recording application for voice process executives, enabling automated audio capture and seamless integration with the Quality Inspection workflow.
- Developed and integrated notification modules within the CRM to trigger customer communication via WhatsApp and SMS.

Education

06/2016 - 05/2019 **Master Of Computer Application , Pondicherry University**

06/2012 - 05/2016 **Batchelor Of Science , Computer Science , Avvaiyar college for women, Karaikal**

Skills

Application Development	API
CRM Software	Scripting & Programming: PHP, JavaScript, JSON, jQuery
Dashboard Creation	Frontend: HTML, CSS
Database Management	Database: MySQL
SDCL Processes	Version Control: Git
Project Documentation	