Anuj Shah

⌂ Scarsdale, NY 📱 914.482.1633 ✉ anujprakashshah@gmail.com 🌐 linkedin.com/in/anujshah 🜹 github.com/anujs3

WORK EXPERIENCE

Meta
Business Engineer – Media & Community Partnerships (New York, NY)   June 2021 – Present
- Propelled the growth of audio content on Facebook by constructing the mobile user interface, authentication components, and API endpoints for linking externally-hosted podcasts to Facebook Pages, which led to over 97,000 published podcasts on the platform.
- Amplified content discoverability by providing creators with a widget to increase email signups for their publications on Bulletin.

Twilio SendGrid
Software Engineer II – Email Infrastructure, Stats (Irvine, CA)   October 2019 – May 2021
- Directed the planning, development, automation, and execution of the engagement stats project to replace legacy code with a service that calculates unique opens and clicks, which customers depend on to determine the success of their email campaigns.
- Enabled a high-priority contract signing by implementing a custom workflow and minimizing risk via a dark deployed environment.
- Accelerated the development of a high-priority project called Expert Insights by prototyping a minimum viable product for an autonomous, revenue-generating service that provides customers personalized reports about their email deliverability.

Grad to Gridder Bootcamp Associate – Software Engineering (Denver, CO)   June 2018 – September 2018
- Presented viable revenue opportunities to SendGrid's executive leadership team by calculating return on investment, querying the company's internal databases, and interviewing various stakeholders across Support, Sales, Marketing, Product, and Engineering.

Symantec
Software Engineer Intern – Shared Services and Automation (Culver City, CA)   June 2017 – August 2017
- Deployed scalable, unit-tested automation tools so that Symantec can quickly release robust cybersecurity products to customers.
- Employed agile techniques, such as sprint planning, grooming, and retrospectives, to optimize task prioritization and productivity.

iD Tech Programming Academy
Python, Java, C++, and Android App Development Instructor (New York, NY)   June 2016 – August 2016
- Hosted mini-hackathons and designed teaching materials at New York University to help 30+ high school students prepare for collegiate programming competitions and understand fundamental concepts in core object-oriented programming languages.
- Encouraged and orchestrated classes of 8 students to develop their own mobile smartphone applications through Android Studio.

JoyRun
Brand Champion (Irvine, CA)   February 2016 – June 2016
- Implemented engaging promotional campaigns to persuade college students at UC Irvine to download JoyRun's mobile application.
- Maintained retention of JoyRun's users and influenced marketing strategy by using my leadership and entrepreneurial skills.

EDUCATION

University of California, Irvine, Irvine, CA   June 2018
B.A. in Business Administration, Emphasis in Information Systems; B.S. in Computer Science, Specialization in Information
GPA: 3.787; Cum Laude; Dean's Honor List: September 2014 – June 2018; Certification in Innovation & Entrepreneurship

LEADERSHIP AND CAMPUS INVOLVEMENTS

Hack at UCI
Director of Corporate Outreach (Irvine, CA)   June 2015 – June 2018
- Raised over $25,000 in sponsorship money from companies, including Microsoft, Cylance, Pariveda Solutions, Restoration Media, Kareo, and SendGrid, via cold calls and captivating emails for UC Irvine's annual student-run hackathon, HackUCI.

Management Information Student Society
Vice President of Finance (Irvine, CA)   April 2017 – March 2018
- Organized, budgeted, and hosted fundraisers and banquets on campus to increase the club's annual revenue by over 50 percent.

AWARDS

First Place in the Butterworth Product Development Competition [$7,500]   May 2016
- Proposed the business case and developed an application called *Sonder VR* that provides virtual reality therapy experiences for people with Autism Spectrum Disorder (ASD) so that they can learn and practice their social skills in their free time at home.

TECHNICAL SKILLS

- SQL, R, Python, Golang, Java, C++, PHP, JavaScript, HTML, CSS, Bash, Git, AWS, Kafka, Redis, GraphQL, Splunk, Grafana, Excel