

VIBHAV MISHRA

Forward Deployed Engineer · Full Stack · Cloud Infrastructure

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PROFESSIONAL SUMMARY

Senior Engineer with **5+ years specialising in marketing technology**, data pipelines, and **CDP/ESP/WSP/SSP** integrations at scale. Hands-on experience with GTM and server-side tag management, CDP onboarding, Shopify-to-platform data sync, and product feed infrastructure for advertising platforms. Built and maintained event relay pipelines handling **8–10M+ events/day** and APIs serving **25,000+ req/min** across enterprise e-commerce and marketplace clients including Unilever, Transunion Cibil, and Adani. Proficient in **Python and SQL** for pipeline automation, and **Node.js** for integration development. Comfortable owning the full lifecycle — from architecture to delivery to incident response — in fast-moving, cross-functional environments.

EXPERIENCE

Data Engineer · WebEngage

Apr 2025 – Present

- Architecting data pipelines processing **8–10M+ events/day** across AWS + GCP, ensuring sub-second ingestion latency for enterprise clients.
- Drove **30% cloud cost reduction** by migrating high-frequency workloads from AWS Lambda to EC2, improving throughput and eliminating cold-start issues.
- Designing end-to-end data architecture for real-time and batch processing flows integrating **CDPs, data lakes**, and internal platforms with zero data loss guarantees.
- Automated data quality validation and pipeline monitoring scripts using **Python** (pandas, boto3) — catching schema drift and volume anomalies before they impacted downstream **MarTech** consumers.
- Leading incident response and root-cause analysis for data integrity issues across distributed systems — owning problems from detection to resolution.

Senior Software Engineer (Interim Engineering Lead) · WebEngage

Apr 2023 – Mar 2025

- Designed and delivered **Shopify → WebEngage** bi-directional data sync pipeline — real-time ingestion of customer profiles, order events, and product catalog updates, directly powering personalised email, SMS, and push campaigns.
- Built **product feed pipelines** syncing catalogue data (titles, prices, inventory, images) from merchant systems to advertising platforms — analogous to Google Merchant Center / Meta Catalog feed management — with automated refresh and error alerting.
- Led **CDP onboarding integrations** for enterprise clients — identity graph mapping, event schema alignment, real-time audience segmentation, and activation into downstream ESP and paid media channels.
- Implemented **GTM-based Web SDK** deployment workflows including server-side tag configurations — enabling consent-compliant event tracking and user identification across web properties without direct code changes, cutting go-live from weeks to days.
- Designed and delivered modular **POCs** for rapid feature validation across client integrations — reducing time-to-demo by weeks and accelerating go-to-market for new connector products.
- Built event relay pipeline using **AWS Lambda + SQS** with rate-limit handling, fault-tolerant retries, and dead-letter queues — improving data delivery reliability by **35%**.
- Engineered scalable **ETL backend** supporting offline data processing for files up to 2GB with configurable transformation rules — enabling clients to bring custom data formats without engineering intervention.
- Performance benchmarking across client event pipelines handling **25,000+ API req/min**; identified and resolved throughput bottlenecks to sustain SLAs.
- Used **CloudWatch** and **Grafana Loki** for observability across distributed MarTech services — enabling faster incident detection and root-cause analysis.

Software Engineer · WebEngage

Jun 2021 – Mar 2023

- Built in-house **ETL platform** (Node.js + Express.js) managing 30+ custom data integration pipelines for real-time and batch transfers between CDPs, data lakes, and WebEngage — serving Unilever, L'Oréal, and Adani.
- Developed **Python** scripts for bulk data transformation and historical backfill operations — processing millions of user records to hydrate **CDP profiles** during client migrations, ensuring continuity of segmentation and journeys.
- Developed microservices integrating **Zendesk, JIRA, and Rocketlane** via Node.js and AWS Lambda — enabling seamless bi-directional data sync across client tech stacks.
- Maintained message dispatch systems connected to **ESP, WSP, and SSP providers** supporting millions of daily interactions across push, email, and in-app channels — including list hygiene, suppression management, and send-time compliance.
- Built dynamic React.js frontend components — reducing frontend bug reports by **25%** through improved component architecture.

TECHNICAL SKILLS

Languages: Python (pandas, boto3) · Node.js · JavaScript · TypeScript · SQL

MarTech & CDP: CDP Integrations · GTM & Server-Side Tagging · Web SDK Deployment · ESP/CRM Integrations · Audience Segmentation · Shopify Data Sync · Product Feed Pipelines

Advertising Platforms: Product Feed Management (Google Merchant Center / Meta Catalog analogs) · Dynamic Product Ads · Catalog Sync · Paid Media Data Flows

Cloud & Infra: AWS (EC2, Lambda, SQS, S3) · GCP (BigQuery, Pub/Sub) · Docker · Kubernetes

Backend: Express.js · REST APIs · Microservices · Event-Driven Architecture · Webhooks

Observability: AWS CloudWatch · Grafana Loki · Log Aggregation · Distributed Tracing

Data: MongoDB · MySQL · BigQuery · ETL/ELT Pipelines · Real-time & Batch Processing · Event Schema Design · Data Quality Governance

Client-Facing: Enterprise Onboarding · POC Development · Cross-functional Stakeholder Delivery · Demo Engineering

EDUCATION

Bachelor of Technology — Computer Science 2016 – 2020

Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal