

AKHIL ANDHE

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PROFESSIONAL SUMMARY

Software Engineer with 3+ years of experience in API integration, enterprise integration workflows, and backend application support using Java, Spring Boot, .NET, and ASP.NET Web API. Skilled in REST API development, data mapping, workflow monitoring, and operational support across Agile environments. Additionally experienced in digital marketing including SEO, WordPress, Google Ads, Meta Ads, and GA4 analytics, driving measurable improvements in website performance and online visibility. Strong analytical, troubleshooting, and cross-functional collaboration skills.

TECHNICAL SKILLS

Programming Languages: Java, Java 8, C#

Frameworks & Technologies: Spring Boot, REST APIs, .NET, ASP.NET, ASP.NET Web API

Databases: SQL Server, MySQL

Integration & Platforms: API Integration, Data Mapping, eZintegrations (No-Code/Low-Code)

Digital Marketing: SEO (On-Page, Off-Page, Technical), WordPress, WooCommerce, Google Ads (PPC), Meta Ads, Google Analytics (GA4), Google Search Console, Google Tag Manager (GTM), Social Media Marketing

Tools & Methodologies: Git, JIRA, Visual Studio, Eclipse, Canva, Agile, Scrum, Debugging & Troubleshooting

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Executive | *Self-Employed, Remote*

Sep 2025 - Present

- Managed and optimized WordPress business websites using Elementor and WooCommerce, enhancing site functionality and user experience.
- Boosted website loading speed by 20-25% through image compression, caching strategies, and plugin performance tuning.
- Implemented on-page and technical SEO strategies that increased keyword rankings and improved website indexing by 15-20%.
- Planned and executed Google Ads and Meta Ads campaigns, driving higher website traffic and qualified lead generation.
- Configured Google Analytics (GA4), Google Search Console, and GTM for comprehensive conversion tracking and campaign analytics.
- Designed and published SEO-optimized landing pages, reducing bounce rates by 10-15% and improving lead capture performance.
- Managed Facebook and Instagram business pages with consistent content scheduling, audience engagement, and brand promotion.
- Performed competitor benchmarking and keyword research using SEMrush and Ahrefs to guide content and SEO roadmap.

Associate Software Engineer | *Bizdata Inc, Bengaluru, KA*

Jan 2025 - Aug 2025

Enterprise integration development using the eZintegrations no-code/low-code platform.

- Developed and maintained API and data integration workflows between enterprise applications, REST APIs, and SQL databases.
- Ensured real-time data flow and reliable API connectivity across enterprise systems, minimizing downtime and data errors.

- Configured data mapping, transformation logic, and automated workflows to streamline enterprise data operations.
- Diagnosed and resolved integration failures by analysing workflow execution logs and coordinating with cross-functional teams.
- Improved workflow monitoring efficiency and operational tracking accuracy by 10-15% through process standardization.
- Actively participated in Agile sprints, backlog refinement, and daily stand-ups to ensure on-time delivery.

Freelance Digital Marketing Associate | *Self-Employed, Remote*

May 2024 - Dec 2024

- Built and maintained WordPress websites and SEO-focused blog pages for freelance clients and portfolio projects.
- Executed on-page SEO improvements including keyword optimization, meta descriptions, header tags, and internal linking.
- Designed marketing creatives and promotional content using Canva for Facebook and Instagram business profiles.
- Set up Google Analytics and Google Search Console for website traffic monitoring and performance reporting.
- Supported Google Ads keyword planning, campaign setup, and basic bid management for small business clients.
- Handled domain registration, hosting setup, and routine website maintenance to ensure continuous uptime.

Software Trainee | *Codetru, Hyderabad, TG*

Apr 2023 - Apr 2024

- Contributed to backend integration and application enhancement for a healthcare services platform.
- Assisted in developing and testing teleconsultation and emergency notification features, improving platform reliability.
- Collaborated with QA and backend teams for defect identification, debugging, and workflow optimization.
- Reduced recurring application support issues through systematic root cause analysis and bug resolution.
- Participated in Agile sprint planning, daily meetings, and team reviews.

Software Engineer Trainee | *iLink Digital, Chennai, TN*

Nov 2021 - Nov 2022

- Developed RESTful APIs using Java 8 and Spring Boot to support backend business logic and service integrations.
- Performed backend debugging, bug fixing, and code reviews to enhance application stability.
- Supported API enhancement and backend maintenance tasks, contributing to improved service reliability and uptime.
- Collaborated within Agile development teams across sprint cycles, contributing to timely feature delivery.

EDUCATION

B.Tech - Electronics and Communication Engineering

2015 - 2019

Sri Indu College of Engineering and Technology, Hyderabad, TG

Intermediate - MPC

2013 - 2015

Kshatriya Junior College, Armoor, TG

LANGUAGES

English | Telugu | Hindi