

# Jerin Reji

Technology Solution Provider | Operational Pain Point Resolver

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## Professional Summary

A curious builder by nature and an intuitive problem solver dedicated to transforming operational bottlenecks into optimized, automated realities. You provide the pain point; I architect the most effective, scalable technology solutions. Whether it is streamlining workflows, executing seamless API and webhook integrations, crafting clean user interfaces, or exploring the possibilities of AI, I focus on building tech that is simple, scalable, and genuinely useful.

## Technical Skills

**Core Technologies:** Python, JavaScript, TypeScript, Webhooks, REST API Integration, OAuth 2.0, Vibe Coding (hybrid)

**Software Development:** Custom CRM Architecture, Scalable UI Design, Data Scraping & Automation, AI-Powered Application Development

**Digital Operations:** Live Analytics Syncing, Google Ads Developer Tokens, Funnel Metrics Analytics

**Languages:** English, Hindi, German, Malayalam, Gujarati

## Professional Experience

### ANIMA Tech Studio | Dubai, UAE

Feb 2026 to Present

*Co-Founder & Lead Technology Solutions Provider*

- Act as the primary technical problem-solver for diverse commercial clients, diagnosing operational pain points and designing tailored, automated software solutions.
- Engineer scalable Python automation scripts for data extraction, successfully scraping highly targeted B2B business leads (active company links, phone numbers) from Google Maps across Dubai commercial zones.
- Streamline complex workflows by mapping business requirements to clean user interfaces and highly resilient backend systems.

### REA Advertising | Dubai, UAE

Sep 2025 to Present

*Engagement Associate, Technologies*

- Direct comprehensive Google Ads performance campaigns, overseeing complex funnel metrics and generating high-level analytical reports to track ROI.
- Bridge marketing and technology by providing data-driven technical support and resolving tracking bottlenecks by integrating live advertising analytics into custom CRM dashboards via OAuth 2.0.

### The Kabo Luxury Boutique Hotel

*Technical Operations Intern, Hotel IT Department*

- Supported internal IT infrastructure and streamlined daily technical operations for a luxury hospitality environment, swiftly resolving on-site technical pain points.

**Belief Auto Maint**

*IT Support Intern, Automotive Services*

- Maintained and troubleshot automotive service management systems, diagnosing system errors and ensuring minimal downtime for technical operations.

**Key Projects**

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- **Automated Clinic CRMs (Pain-Point Resolution):** Severe administrative bottlenecks in patient management. Architected and deployed automated Clinic CRM systems, integrating processes with seamless backend webhooks and customized API triggers to drastically reduce manual overhead.
- **AI-Powered Accessibility Assistant (Human-Centered AI):** Critical system accessibility gaps for users with visual challenges. Designed and developed an AI-powered assistant that translates inputs into actionable tasks hands-free, blending technical execution with practical problem-solving.
- **Custom CRM with Live Sync (Real-Time Data):** Delayed reporting across advertising and sales pipelines. Developed a proprietary CRM platform featuring live Google Ads and Meta ads analytics synchronization, securely utilizing OAuth 2.0 credentials and developer tokens.

**Education**

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|----------------------------------------------------------------------------------|---------------------------|
| <b>Amity University Dubai</b>   Dubai, UAE, B-Tech, Computer Science Engineering | <b>09/2021 to 08/2025</b> |
| <b>Kendriya Vidyalaya Surat-1</b>   India, Higher Secondary Education            | <b>04/2008 to 05/2021</b> |

**Leadership and Strengths**

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- **Strategic Leadership & Grit:** Represented the Gujarat state football team for 5 years, earning a reputation for consistency and resilience under pressure.
- **Team Mentorship & Adaptability:** Served as school football captain and later transitioned to captaining the university-level badminton team. Effectively balanced competitive play with mentoring younger athletes, shaping a leadership style grounded in discipline and a deep respect for teamwork.