

Amey Morje

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Summary

Software Developer with 5+ years building scalable microservices, REST APIs, and ML-powered recommendation systems. Consistently delivered measurable impact—up to 5x revenue growth—through model optimization, intelligent automation, and cross-functional collaboration.

Skills

- **Languages / Frameworks:** Java, Python, JavaScript, Spring Boot, Node.js, REST API, Microservices
- **Databases & Cache:** MySQL, MongoDB, Milvus, Kafka, Aerospike, Redis
- **ML / AI:** Scikit-Learn, LLMs, NLP, Gen AI, NumPy, Pandas, Cursor, Claude
- **DevOps / Cloud:** Jenkins, CI/CD, Prometheus, Grafana, Docker, HashiCorp Vault

Professional Experience

Senior Web Application Developer

Mumbai, India

Media.net Software Services

Feb 2025 – Present

- Led the upgrade of **keyword recommendation systems** from semantic similarity to **performance-based vector embeddings**, improving impressions by **30%** across a **3M impressions/day** traffic base and increasing revenue by **50%**, equivalent to **\$120K monthly revenue uplift**.
- Designed and built an **LLM-powered keyword recommendation system** using **Python, NLP, Gen AI and prompt engineering** to generate contextually relevant keyword suggestions at scale.
- Owned targeted exploration and quality-improvement experiments for low-performing traffic, reducing **low-impression rate from 25% to 2%** across **10K keywords** and **200K impressions/day**, delivering an additional **20% revenue increase**.
- Led backend migration work across **Kafka** and **Aerospike** serving flows, coordinating payload updates and serving-path changes to reduce API latency by **250 ms** at **~1,000 QPS** while improving serving stability and operational consistency.

Web Application Developer 2

Mumbai, India

Media.net Software Services

Mar 2023 – Feb 2025

- Improved keyword recommendation pipeline throughput from **10–12 QPS to 50 QPS** and drove **7x revenue growth** by optimizing the **LGBM** model with the **Instructor XL Model**, improving how high-intent keywords were discovered and ranked.
- Improved keyword visibility and increased impressions from **1M to 1.15M** by designing a custom keyword-ranking evaluation metric and engineering a replacement system to surface higher-performing keyword alternatives.
- Saved campaign managers **~7 hours/week** by automating domain discovery, purchase, and renewal workflows through a Radix-based Domain Management System, reducing dependency on manual operational checks.

Web Application Developer

Mumbai, India

Media.net Software Services

Feb 2022 – Mar 2023

- Increased revenue by **30%** by building a **Java microservice** for new ad-source onboarding and a **Spring Boot + JPA** Blacklisted IP Fetcher to filter malicious traffic before it impacted campaign performance.
- Built **REST APIs** for the S2S ad-management platform, centralizing source addition, campaign operations, and business workflows into a single interface for internal teams.
- Reduced manual campaign-management and reporting effort by **8 hours/week** by automating recurring workflows with **CRON jobs** and building **MySQL** stored procedures and data pipelines for operational reporting.

Associate Web Application Developer

Mumbai, India

Media.net Software Services

Jan 2021 – Feb 2022

- Improved platform visibility for **200+ internal users across 4 teams** by building a data-aggregation dashboard covering publishers, campaigns, and ad groups.
- Improved internal-tool usability by delivering **JavaScript** and **Vue.js** frontend features, resolving defects, and supporting business users on the S2S ad-source management platform.
- Converted stakeholder requirements into scalable product features for ad-management workflows, building early experience in connecting business context with engineering implementation.

Projects

Learning Management System (LMS)

github.com/amey-morje/lms-backend

- Node.js REST API with RBAC (Admin / Teacher / Student), CRUD for Exams, Quizzes & Assignments, and endpoints for uploading Reports and Announcements.

Education

B.E. Information Technology (CGPA: 9.09 / 10)

vit.edu.in

Vidyalankar Institute of Technology, University of Mumbai

2016 – 2020