

Poonilavu R K

Experienced Software Developer

4/149 GK Nagar Thachankaadu,

Namakkal-637505

+91 9677700675

poonilavurk@gmail.com

[LinkedIn](#)

EXPERIENCE

TechWorksTalent , Chennai— Senior Zoho Developer

02-2026 - 07-2026

Develop and customize Zoho CRM and Zoho Creator applications. Build workflows, blueprints, validation rules, and Deluge functions. Integrate Zoho apps and third-party systems using REST APIs. Create dashboards, reports, and process automations for business operations. Provide support and enhancements for Zoho implementations.

Altezassys ,Chennai—Zoho Software Developer

11-2025 - 02-2026

Working as a Zoho Developer for Deloitte through Altezassys, supporting CRM and Creator customizations. Build and automate workflows, blueprints, validation, and Deluge functions in Zoho CRM. Develop applications and workflows in Zoho Creator tailored to Deloitte's business processes. Integrate multiple Zoho applications and external APIs using Deluge and REST API.

Create dashboards, reports, approval flows, and process automations for internal Deloitte use.

Belladonna IT Pvt Ltd,Bangalore—Zoho Software Developer

08-2024 - 11-2025

As a certified CRM and Creator developer - Designed, developed, and deployed custom applications using Zoho Creator, tailored to meet specific business needs.

Leveraged Deluge scripting to create complex workflows, custom actions, and business logic, automating various processes and reducing manual tasks.

Integrated Zoho Creator applications with other Zoho services and

SKILLS

Web Development

HTML

CSS

Javascript

Jquery

React JS

Java

SQL

Mocha

Junit

Karate

Sahi Automation

Debugging

Git,Jenkins

Zoho Creator

Zoho CRM

Zoho Projects

Zoho Books

Zoho Analytics

Zoho Forms

Zoho Survey

Zoho Recruit

Zoho SalesIQ

third-party applications, enhancing functionality and data flow.

Customized and configured Zoho CRM modules, including custom fields, page layouts, and modules, to align with client business processes.

Utilized Deluge scripting to develop and automate workflows, blueprints, and custom functions, streamlining sales, marketing, and customer support operations.

Integrated Zoho CRM with external systems such as email marketing platforms, telephony systems, and websites, improving data synchronization and enhancing the user experience.

Used **Plug features and custom scripts** in SalesIQ to fetch CRM data, personalize chat experiences, and route leads efficiently.

Gained hands-on experience in **Zoho Recruit**, configuring custom workflows, automating job postings, and integrating with Zoho CRM.

Interesting Projects I have worked on:

Zoho SalesIQ Bot Integration & CRM Automation – FF21

Designed and implemented a SalesIQ chatbot to engage website visitors and collect qualified lead data.

Integrated the chatbot with Zoho CRM to automatically create and update leads in real time, reducing manual data entry.

Utilized Plug Features in the bot for:

Real-time CRM data fetching using Deluge scripts.

Automated lead assignment based on visitor behavior and region.

Ensured smooth data flow between SalesIQ, CRM Modules, and lead enrichment workflows.

Mahendra Next Wealth, Namakkal— Zoho Software Developer

06-2023 - 7-2024

With experience in Deluge scripting within Zoho Creator and Zoho CRM, I've demonstrated proficiency in customizing and optimizing solutions within the Zoho ecosystem.

As a Zoho Certified Creator Developer, I have validated my ability to create and manage robust applications and workflows in Zoho Creator. This certification underlines my dedication to delivering high-quality solutions within the Zoho platform.

My experience with Deluge scripting, paired with the Zoho certification,

Zoho Sites

Zoho Commerce

CERTIFICATIONS

Web Development

React Js

Unit Testing

Zoho Creator

Zoho CRM

LANGUAGES

English

Tamil

positions me as a valuable asset in developing customized solutions that meet the specific needs of businesses. I look forward to contributing my expertise to future projects and opportunities within the realm of Zoho technology and software development.

Here are some list of Projects I have worked on:

Balaji Incense:

Application created is intended for the order placement and tracking. For customer security login done the integration Zoho creator application with third party application MSG91.

Merisis Capitals:

To build a purpose-built CRM solution for investment banking practice that is dynamic and supports the end-to-end workflows of day-to-day business functions, mainly – Business development, Database management .

Sanriya Finvest:

To Streamline the various investment projects in Zoho Platform.

1. Migrate Data from Google Drive to Zoho Drive.
2. Setup Gmail account users to Zoho mail.

Ventura Pranas:

1. Integration among Zoho Analytics and Zoho Books and creation of several consolidated reports into Analytics.
2. Integration of Zoho Projects and Zoho Creator, a projects to be reflect into Creator whenever a project reaches to certain stage while moving in workflow in Zoho Project.
3. Accommodation of various checklists while moving from a state to another in Zoho Projects.
4. Customizing Zoho CRM Dashboard and creation of reports.

Omneneest:

1. Creation of Zoho creator application to have management of company's assets database.
2. Integration of Zoho projects with their Service Console to track service

request, incident creation.

Certified Zoho Creator Developer Badge



NimbleWork Pvt Ltd, Bangalore— *Software Developer*

03-2022 - 06-2023

I am a results-driven software developer with one year of experience in both front-end and back-end development. My expertise lies in creating responsive and interactive web applications using technologies such as HTML, CSS, jQuery, and React.js.

I have also worked extensively with database management, utilizing MySQL for data storage and retrieval.

In addition to my development skills, I have a strong foundation in quality assurance.

I have conducted unit testing using tools like Mocha, JUnit, and Karate, ensuring code quality and identifying and resolving issues promptly. I have also implemented automation testing using Sahi, optimizing testing efficiency and reducing manual testing efforts.

My experience has equipped me with a well-rounded skill set, enabling me to work seamlessly across the full development stack and deliver high-quality, user-friendly solutions. I am enthusiastic about applying my knowledge and skills to contribute to future projects and challenges in software development.

EDUCATION

Mahendra Institute of Technology, Namakkal— BE CSE

09 2018 - 08 2022

First Class with Distinction

CGPA is 8.53

Holy Angels Mat.Hr,Sec.School, Salem— HSC

06-2017 - 05 2018

Percentage is 84.8

Cluny Mat.Hr,Sec.School, Salem— SSLC

06-2015 - 05 2016

Percentage is 95.4

PROJECTS

<https://github.com/angaayee?tab=repositories>