

KOPPULA SAKETH RAJA

SENIOR ZOHO & AI PRODUCT DEVELOPER

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PROFESSIONAL SUMMARY

Senior Zoho Developer and AI Product Developer with 2+ years of experience building automation systems and AI-enabled products on the Zoho stack. Delivered 25+ projects across 20+ Zoho applications, translating manual workflows into reliable, scalable solutions for sales, hiring, finance, operations, and field teams.

CORE SKILLS

Zoho platform: CRM, Creator, Recruit, Books, Inventory, FSM, Desk, Sign, SalesIQ, Projects, RPA, Analytics, Flow, WorkDrive, Meeting, Writer, and Sheets

Development: Deluge scripting, REST APIs, webhooks, JavaScript/client-side scripts, scheduled jobs, Blueprints, Workflows, Layout Rules, Zoho MCP, AI agents, and prompt design

Integrations: DocuSign, Mailchimp, third-party platforms, cross-module data processing, validation, dynamic field visibility, and real-time UI interactivity

PROFESSIONAL EXPERIENCE

Senior Zoho & AI Product Developer

AUG 2024 - PRESENT

Insightcrew Technologies | Chandigarh, Punjab | Full-time

- Design and build custom solutions across Zoho Creator, CRM, Recruit, and Books to support core business operations.
- Develop advanced Deluge scripts for backend automations, scheduled jobs, and cross-module data processing.
- Implement client-side scripts for validation, dynamic field visibility, and real-time user interface interactivity.
- Integrate Zoho with third-party platforms through REST APIs, custom functions, and webhooks, including DocuSign and Mailchimp.
- Configure Blueprints, Workflows, and Layout Rules around the actual behavior of sales and hiring teams.
- Refactor legacy code to improve load performance, reliability, and maintainability.
- Own AI product development, including agent design, prompt workflows, and Zoho MCP integrations.

SELECTED PROJECTS

Sales Pipeline OS - Blueprint-driven deal stages, automatic assignment, quote generation, and DocuSign e-signature flowing directly from Zoho CRM.

Hiring Portal - Candidate portal and recruiter dashboards with automated interview scheduling and client updates.

Ops In Sync - Scheduled Deluge jobs keeping Zoho Books, Inventory, and FSM aligned across invoices, stock levels, and site visits.

AI Deal Assistant - Zoho MCP-powered agent that reviews deal history, drafts follow-up emails, and flags deals at risk of going cold.

EDUCATION

B.Tech - Artificial Intelligence

JUN 2020 - JUN 2024

Vidya Jyothi Institute of Technology | Hyderabad, Telangana

Additional interests: Creative writing, exploring generative AI tools, and strategic gaming.