

Yatharth Verma

Senior Software Engineer

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Experience

Topo | Senior Software Engineer

Aug 2024 – Present · Paris, France (Remote)

- **Designed and evolved CRM integration architecture** for a platform serving **200+ customers and processing 50K–100K+ leads daily**, building bidirectional HubSpot synchronization with entity-level source-of-truth semantics, webhook-driven updates, conflict resolution, customizable mappings, and lifecycle-safe reconciliation across owners, engagements, lists, and contact data.
- **Built the Tasks and Daily Sales Workflow**, a unified multi-channel workspace processing **10K–20K tasks/day** across email, calls, and LinkedIn, with CRM synchronization, assignment pools, reminders, bulk actions, and AI-generated reply drafts and call icebreakers.
- **Engineered reliable asynchronous workflows with Temporal** for CRM-backed dynamic lists and long-running operations, handling reconciliation, pause/resume/detach lifecycles, external state changes, and failure/recovery scenarios.
- **Improved and scaled high-volume outbound workflows supporting 20K–40K emails/day**, building sequence analytics and sending-health diagnostics while improving lead-management performance through pagination, database indexing, query optimization, and caching.
- **Embedded AI into core sales workflows**, building AI-generated messaging, email drafts, and lead-specific call assistance to help reps execute prospecting directly within Topo.

Artisan AI | Senior Software Engineer

Dec 2023 – Aug 2024 · San Francisco, CA (Remote)

- **Improved email deliverability from 50% to 95%** by optimizing sending, email quality, and filtering systems, significantly increasing the reliability of outbound communication.
- **Engineered and hardened the email scheduler** to reliably process **10K+ emails/day**, improving throughput and resilience of automated outbound campaigns.
- **Built analytics infrastructure** for real-time tracking and analysis of lead and email activity, providing visibility into campaign performance and system behavior.
- **Redesigned the subscription and billing workflow with Stripe**, rebuilding the end-to-end subscription lifecycle within the platform.
- **Built CRM integrations for HubSpot and Salesforce**, enabling lead synchronization and engagement workflows across external CRM systems.

LeadSquared | Software Engineer → Senior Software Engineer

Jun 2021 – Dec 2023 · Bangalore, India

- **Automated the production release process and regional infrastructure provisioning**, reducing manual DevOps effort and enabling faster, more reliable deployments across environments.
- **Engineered automated RDS upgrade workflows**, reducing database upgrade downtime to **2–3 minutes** and eliminating recurring manual intervention for the DevOps team.
- **Built internal developer/DevOps tooling** for controlled database access, task and approval workflows, notifications, and scheduled log reporting across clusters, regions, and environments.
- **Improved performance of high-traffic product workflows**, optimizing Advanced Search through caching and backend improvements to deliver faster query results.

Skills

Languages: Python, TypeScript, JavaScript, SQL

Backend: FastAPI, Node.js, PostgreSQL, Redis, SQLAlchemy, RabbitMQ

Distributed Systems: Temporal, asynchronous workflows, webhooks, event-driven systems

Frontend: React, Next.js, Tailwind CSS

Infrastructure: AWS, Docker, Terraform, Render, Doppler

Observability: Datadog, logging, metrics, distributed tracing

AI & Integrations: LLM APIs, prompt engineering, HubSpot, Salesforce, Stripe

Education

Lovely Professional University — B.Tech, Computer Science & Engineering

Jalandhar, India · **CGPA: 9.0/10** · 2017–2021

Open source & projects:

- **FormVibe — Typeform/Airtable alternative.** Built a drag-and-drop form builder focused on developer experience; developed as part of the Appwrite Hackathon and contributed to the Appwrite Console frontend.
- **LinkFree** — Contributed to the project's playground feature.