



About Us

Igniting an emotional spark in a consumers' mind is one of the hardest things to do in marketing. But understanding a consumers' day-to-day journey and creating plug-ins for consumer engagement is a great first step & we help brands do that right by creating , measuring and amplifying B2B & B2C integrated marketing solutions to understand consumer behaviour via our market-led, customer-driven / channel-driven engagement, incentive, loyalty & reward programs.

Php Developer / Software Engineer

Experience: 5 years | **Opening(s):** 1 | **Locations:** Delhi/Mohali

About the Role

Working on popular MVC framework's for creating and running highly scalable web / mobile applications and ensuring that the best practices are not compromised. Building efficient, testable, and reusable PHP modules and handling the PHP development independently with minimal or no help. Having ownership and commitment towards meeting the deadlines without any monitoring and ensuring all the deliveries are tested and documented well.

Education

Graduate or Postgraduate Degree, preferably with the Mathematics/ Computer/ Engineering background from a reputed institution and having relevant work-experience of around 5 years.



Sounds like you?

Ability to multi-task and handle various projects, adding features and scaling it up to meet the business objectives. Possess an in-depth knowledge and inclination towards recent technologies and willing to take up ownership and accountability to manage and work within the team.

What Do We Expect

- Core PHP Development experience & Strong object-oriented concepts and knowledge of design patterns
- Expertise in software development on LAMP stack using MVC Frameworks like CodeIgniter, Yii & Zend etc.
- Understanding of PHP5, JavaScript, AJAX and HTML, TDD, MySQL, Refactoring, Lucene, RDBMS
- Knowledge of scrum and agile development practices & good planning and estimations skills
- Excellent Analytical and Problem-solving skills.

What Would You Be Doing

- Develop backend applications with PHP, MySQL
- Update Current Websites to Meet Modern Web Standards.
- Build Products Using HTML/CSS/JS/WordPress and Other Front-End Technologies.
- Interacting & working with the design team to match code with design layout.
- Maintain and enhance existing Web Applications and internal systems
- Develop new Web Applications
- Perform functional/unit tests for developed web application and improvements on existing code
- Understanding of front-end web technologies like HTML, CSS, and JavaScript to communicate with team members on the front-end) Ensures all development projects have been checked and tested to ensure security and stability.
- Ensures readability of codes (e.g. formatting, commenting, code structure etc.
- Reviews all codes to ensure no major errors exist in terms of logic, session handling, security, and other crucial aspects.
- Directly supervising the development team, ensuring optimal performance.
- Represent the company in client-meetings where technical explanations or discussions are required.

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hello