

NATANAN SHIFERAW

Senior Data Scientist | Machine Learning Engineer | MLOps Specialist

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Addis Ababa



EXPERIENCE

Data Engineer | Machine Learning Engineer

Cake.Shop - Contractual - Remote

Date period Australia

- Leading the end-to-end design and implementation of data ingestion, ML-driven optimization, and sustainability tracking, utilizing **Google Cloud services (Pub/Sub, Dataflow, BigQuery, AI Platform)**
- Developed custom machine learning models to optimize ad bidding strategies, considering factors like geography, time of day, and audience segments, ensuring the platform is future-proof for real-time decision-making.
- Designed and implemented real-time data ingestion pipelines across 5 DSPs (**Pontiac, Xandr**), automating campaign data collection and processing to enable timely analysis and actionable insights.
- Introduced and embedded sustainability tracking within the platform, visualizing carbon footprints alongside key ad campaign metrics, meeting the needs of environmentally conscious clients.
- Automated cross-sell and upsell campaigns by integrating **CRM** and e-commerce data with Mailchimp and Klaviyo, increasing client conversion rates and customer lifetime value (CLV).

Senior Data Scientist

Adludio - Remote

04/2021 - 08/2024 United Kingdom

- Developed predictive models for scoring Advertisement Spaces using **Bayesian Probability Distributions** that help predict the best ad spaces to use, improving targeting and increasing ad effectiveness.
- Led a team to optimize campaign performance and improve audience targeting, boosting **ROAS by 10-15%** using **Machine Learning**.
- Developed algorithms that automatically adjusted AD bids based on real-time data, leading to a continuous increase in cost efficiency and better ad placement targeting.
- Automated **A/B Testing** to quickly identify the best performing ADs, saving the team hours of manual work and improving campaign results.
- Integrated with **MLFlow and AWS SageMaker** for validation, versioning, and monitoring of models to ensure reliable and scalable deployments which reduced downtime.
- Designed automated campaign orchestration libraries on The Trade Desk, integrating **AWS Athena** for real-time analysis and execution.
- Introduced and led the deployment team and built a **CI/CD** pipeline with semantic versioning using **CircleCI** for deploying data science projects to **AWS via CloudFormation** and ECR. This improved deployment speed and reduced errors, ensuring faster releases and higher reliability.
- Integrated **PyTest** for continuous testing and **Coala** for coding standards.
- Designed an end-to-end automated campaign orchestrator on The Trade Desk, utilizing **Machine Learning** and **LLMs** allowing Adludio to run more campaigns with less manual effort. Leveraged **LLMs** to automate decision-making, enhancing ad campaign management.
- Mentored junior data scientists on **MLOps** best practices and **CICD** workflows, enhancing team productivity and ensuring alignment with industry standards.
- My work on the **Bidding Algorithm, CI/CD pipeline, and Campaign Orchestration** laid the foundation for the development of a SaaS platform for AI Advertising, Marketing, and Campaign Optimization, becoming a key pillar for driving sales.

SUMMARY

I am a skilled and innovative Data Scientist with a robust background and more than 3 years of experience in machine learning engineering, MLOps, and cloud-based solutions. I am passionate about developing scalable, data-driven systems that enhance decision-making and optimize performance. With proven experience in crafting advanced algorithms, orchestrating complex data environments, and mentoring teams, I am excited to contribute my expertise to create impactful solutions in data science.

I excel in **Data Science, Machine Learning and MLOps**, with a strong focus on building robust data pipelines for automating data workflows deployments through CI/CD practices. I bring extensive expertise in **Data Engineering**, handling everything from data ingestion and storage to designing efficient data models. Additionally, my proficiency in **Statistical Analysis** allows me to derive actionable insights that drive data led decision-making for business goals.

My key achievements include increasing client conversion rates and customer lifetime value by automating cross-sell and upsell campaigns, as well as enhancing ROAS through dynamic bid adjustments with advanced algorithms. Adept at solving complex challenges, I consistently deliver high-performance solutions through advanced data analytics.

Please feel free to review my profile and, for any further inquiries, contact me via [LinkedIn](#)

EDUCATION

MBA Information Systems Management

SRI SAI College

10/2024 Addis Ababa, Ethiopia

Bachelor of Science Degree in Electrical and Computer

Addis Ababa Institute Of Technology

09/2013 - 07/2019 Addis Ababa, Ethiopia

CERTIFICATION

Data Science

10 Academy

Machine Learning

Stanford University - Coursera

Azure Fundamentals

Microsoft

EXPERIENCE

IT Supervisor

Ramada

10/2024 - Present Addis Ababa, Ethiopia

- Monitoring computer systems and networks, demonstrating my ability to identify patterns and anomalies, essential skills for a data scientist
- Administering Active Directory and Property Management System (PMS), showcasing my proficiency in managing user accounts and hotel resources, as well as working with complex data systems
- Maintaining Point of Sale (POS) and Interactive TV interfaces, highlighting my understanding of data flow and seamless guest experiences, crucial for building data-driven solutions
- Testing and evaluating new technologies, reflecting my commitment to staying current with industry advancements and adapting to new tools and methodologies
- Responding promptly and efficiently to service issues and requests, emphasizing my problem-solving abilities and dedication to maintaining high levels of customer satisfaction

LANGUAGES


Amharic

Native

English


Native

FIND ME ONLINE




Portfolio

natanans.github.io/




LinkedIn

linkedin.com/in/natananshiferaw




Twitter

twitter.com/T_Challaa



WhatsApp

wa.me/251912287116



GitHub

github.com/natanans

SKILLS

A/B Testing

Kubernetes

SQL

AWS

API Development

LLM

Athena

Automated Testing

AWS

AWS Lambda

Docker

Azure

BigQuery

CI/CD

Spark

Cloud Computing

CloudFormation

Data Engineering

Data Mining

Data Science

Python

Data Visualization

Dynamo DB

Database Management

API Gateway

ECR

Docker

EC2

EMR

Git

Github

Google Cloud Platform (GCP)

MLOps

REMOTE WORK EXPERTISE

- I am highly adept at remote work, thriving in flexible environments that require excellent communication, self-discipline, and collaboration across time zones.