

# SYEDA ZAINAB FATINA

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## ABOUT

I'm an AI enthusiast with 7 months of experience building intelligent automation systems and AI-driven workflows in advertising. I develop AI agents that streamline auditing, generate insights, and optimize processes. I combine strategic thinking with system-level problem solving to create scalable, efficient solutions. My focus is turning complex challenges into clarity and measurable impact.

## WORK EXPERIENCE

DeepThought Fellow – AI & Data Science Engineer (Client: Escape Velocity Digital Pvt. Ltd.)

Feb 2025 – Aug 2025

## Projects:

## 1. AI Audit Agent

A scalable AI-driven audit system for Amazon product pages (PDPs).

#### key contributions:

- Architected the entire system: Node.js backend, AWS SQS/Lambda pipeline, MongoDB, and S3 storage, built AI-powered agents for auditing titles, bullets, images, and descriptions using prompt-driven logic.
  - Implemented orchestration workflows with progress tracking, retries, and error handling for reliability.
  - Automated PDF and JSON report generation using Handlebars templates for client-ready deliverables.
  - Collaborated on dashboard design for audit progress and report visualization.

## 2. Amazon Ads Escalation System

An event-driven alerting platform for monitoring Amazon Ads campaigns and portfolios.

#### key contributions:

- Designed architecture and workflows using AWS Lambda, EventBridge, and S3 for automated alerts.
  - Developed six Python Lambda services for polling data, processing portfolio metrics, and generating alerts.
  - Integrated email alerts with branded templates and real-time WhatsApp notifications via AiSensy API.
  - Implemented secure token and credential management with AWS SSM for safe API integrations.

## SKILLS

- **Cloud & Architecture:** AWS Lambda, AWS SQS, AWS S3, Serverless Systems, Enterprise Architecture Design
  - **Backend Development:** Python, Node.js Integration, MongoDB, Queue-based Processing, API Development
  - **Strategic Frameworks:** Work Breakdown Structure (WBS), Root Cause Analysis (RCA), Data Flow Diagrams (DFDs), Systems Thinking, AI-enhanced Problem Solving
  - **Data Science & Analytics:** Machine Learning (XGBoost, Scikit-learn), Python (Pandas, NumPy), SQL, Tableau, Advanced Excel
  - **Programming:** Python, JavaScript, SQL, PHP, HTML, CS

EDUCATION

- Bachelor of Engineering : CSE (Artificial Intelligence and Data Science ) 2024  
**Muffakham Jah College of Engineering and Technology** **CGPA : 8.03**
  - Intermediate (12th Grade): Mathematics, Physics, Chemistry 2020  
**Sri Chaitanya junior Kalashala** **Score : 93%**
  - High School (10th Grade) 2018  
**MESCO Grades High School** **GPA : 9.2**

## ACADEMIC PROJECTS

### COVID-19 Dashboard Analysis (Tableau)

- Designed interactive dashboards to track state-wise COVID-19 cases, vaccinations, and testing trends.
- Visualized demographic insights to support data-driven decision making.

### Agricultural Water Quality Prediction (ML)

- Predicted groundwater quality with 92.7% accuracy using XGBoost and Python.
- Implemented end-to-end ML pipeline with feature engineering and model evaluation.

### Creative scrapyard

- Built a PHP + MySQL platform for upcycled products with category filters and payment integration.
  - Developed admin dashboard for analytics and inventory management.
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## ACHIEVEMENTS & RECOGNITION

- 2nd Place Winner - Hack Revolution 2023: Built ML system to detect illegal dumpsites using satellite imagery - addressing environmental compliance challenges
- Rapid Technical Growth: Evolved from academic projects to enterprise system architecture in 7 months.