

Evan Parra

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Applied AI Engineer • Machine Learning Engineer • Business Technologist (BI → MLOps, GCP)

Professional Summary

A business-focused Applied AI Engineer blending a decade of BI/analytics expertise with hands-on development of production ML systems on Google Cloud. I currently build and operate ProfitScout, an end-to-end AI application designed for rapid feature deployment and cost-efficient inference. By combining strong technical skills, strategic business acumen, and clear stakeholder communication, I specialize in integrating AI into complex systems to drive measurable business results. My qualifications are reinforced by a Google PMLE certification (Feb 2025) and an M.S. in Artificial Intelligence (Dec 2025).

Skills

- **AI Tools:** Gemini CLI; Grok 4; OpenAI GPT-5 (ChatGPT); Gemini 2.5 Pro
- **Cloud & MLOps (GCP):** Vertex AI; Cloud Run; BigQuery; Pub/Sub; Cloud Functions (Gen2); Docker/CI/CD
- **Machine Learning & AI:** Python; TensorFlow; scikit-learn/XGBoost; RAG & agentic AI, Prompt Engineering
- **Data & BI:** SQL; Power BI/DAX
- **Full-Stack & APIs:** TypeScript/React/Next.js; REST APIs; Firebase Auth/Firestore
- **Strategic:** Analytical & Critical Thinking; Business Acumen
- **Interpersonal:** Stakeholder Communication; Adaptability & Resilience

Experience

Founder & Applied AI Engineer — ProfitScout | 2025–Present

- Launched and operate a production AI platform covering the Russell 1000 with end-to-end ingestion, analysis, and conversational recommendations.
- Cut LLM inference spend ~50% via token-efficiency (shorter prompts, tighter contexts, routing) while improving responsiveness and stability.
- Engineered event-driven microservices ETL and RAG over market data: ~10 GB/day processed across four APIs
- Delivered interactive chat and dashboard with fast responsiveness (average time-to-first-token ~0.37s); designed around an SLO-backed availability target for online inference.
- **Tech Stack:** Vertex AI (Gemini 2.x Flash), Cloud Run, Workflows, Pub/Sub, BigQuery, Firebase Auth/Firestore, Docker, TypeScript/React/Next.js.

Senior Business Intelligence Engineer — Coastal Waste & Recycling | Jan 2023–Sep 2025

- Automated manual workflows by building web data-collection apps and integrating partner REST APIs, reducing processing time by ~70% and improving data freshness.
- Designed production ETL pipelines and developed executive Power BI dashboards, improving time-to-insight and increasing operational efficiency by 30%.
- SARIMA time-series forecasting model to anticipate volumes, achieving a 2-5% MAPE and using quadratic programming to ensure consistent, constrained predictions.

- Developed and deployed the “Coastal Inventory Logger,” an internal Next.js web app using serverless APIs to centralize field inventory data, improving data quality and reducing manual processing.
- **Tech Stack:** SQL, Python, REST services, Power BI/DAX, Azure Functions, Next.js.

Founder & Marketing Analytics Lead — Rapid CPAP | Mar 2019–Apr 2023

- Scaled healthcare e-commerce to \$1M+/yr with a 5-person team and 4.5/5 CSAT; delivered ~60% sales lift by pairing AI-powered Google Ads with disciplined CRO.
- Built a single source of truth in BigQuery by linking the GA4 export and joining Google Ads spend with Shopify orders; shipped Tableau dashboards for CAC, ROAS, LTV, and cohort performance.
- Ran weekly cohort reviews to reallocate budget using marginal ROAS and payback; standardized CAC/LTV definitions across marketing and finance.
- Automated operational workflows across inventory, fulfillment, and CRM to lower overhead and improve reliability.
- **Tech Stack:** BigQuery, GA4 (Export), Shopify, Google Ads and Merchant Center, Google Tag Manager, Tableau.

Selected Project

MaculaCutis — AI Second-Opinion for Dermoscopy (Full-Stack Project)

- Developed a full-stack web application to support clinical judgment by providing AI-powered analysis of dermoscopic images, featuring confidence scores and heatmap overlays.
- Built using a modern stack: React/TypeScript front end (shadcn/ui, TanStack Query), a Node.js/Express back end with Drizzle ORM on a Neon serverless Postgres database.
- Deployed a Vertex AI AutoML Vision model trained on the ISIC HAM10000 dataset and integrated features for real-time inference and model explainability.
- **Tech Stack:** Full-Stack TypeScript (React, Node.js), Python, Vertex AI, PostgreSQL

Education & Certifications

M.S., Artificial Intelligence — Florida Atlantic University | Aug 2023–Dec 2025 | GPA: 3.82

Google Professional Machine Learning Engineer — Certified Feb 2025 *Certification ID available upon request*