Makram William

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Professional Summary

Data & Analytics Engineer with 3+ years of experience delivering end-to-end data solutions across government, banking, and mega-projects. Specialized in ETL/ELT, data warehousing, business intelligence, and stakeholder-driven analytics delivery. Hands-on expertise with Snowflake, Oracle, Talend, Informatica, Alteryx, Power BI, Tableau, and Denodo (data virtualization). Proven ability to translate business requirements into scalable data architectures, lead client workshops, and design source-to-target mappings for migrations. Strong consulting, communication, and problem-solving skills with a track record of enabling data-driven decision-making.

EDUCATION

Alexandria University Faculty of Engineering, Computer and Systems Department *(September 2017 - June 2022)*

Total Grade: **Excellent with Honors**

EXPERIENCE

Data and Analytics Engineer at Ejada *(August 2022-Present)*

Working in the data analysis department on different Business Intelligence analysis projects with responsibilities:
- Developed new dashboards and Led the transformation initiative to modernize existing dashboards
- Collaborated with stakeholders to gather requirements and translate business needs into dashboard designs.
- Utilized different tools for Extract, Transform, Load (ETL) processes to ensure data integrity.

Instructor at ACM Alexandria Student Chapter *(July 2021)*

Delivered sessions on algorithms and data structures to over 50 students, mentoring them in advanced problem-solving techniques for competitive programming contests (ECPC, ACPC).

Certifications

Snowflake SnowPro Core Certificate *-October 2024*

Alteryx Server Administration Certificate *-June 2025*

Alteryx Designer Advanced Certificate *-December 2024*

Alteryx Machine Learning Fundamentals *-September 2024*

Dataiku ML Practitioner Certificate *-March 2025*

Salesforce AI Association Certification *-December 2024*

IBM Artificial Intelligence analyst Master-Badge *-October 2020*

PROJECTS

Data Engineer for Saudi Golf Snowflake Warehouse *(August 2025-**Present**)*

- Built an end-to-end data warehouse using Snowflake, integrating Oracle and API data sources via Talend.
- Designed ELT patterns, optimized SQL transformations, and enforced data quality rules.
- Enabled advanced analytics and reporting for operational and executive dashboards using Power BI.

Tableau Developer for NEOM Data Management *(February 2024-**July 2025**)*

- Led the **BI development** efforts in a cross-functional project with the **Big Data team** to enhance the company's

business portal with advanced analytics.

- Developed and launched interactive Tableau dashboards to track the entire request management process, from submission to completion.
- Utilized a **Denodo-powered data** layer to feed live, integrated data into visualizations, providing administrators with real-time performance and progress metrics.
- The project successfully improved visibility into system operations and equipped administrators with the tools to **monitor performance effectively**.

BI Developer for Arab National Bank (ANB) *(August 2024-January 2025)*

- Spearheaded the development of Alteryx-based incentive automation solution, enabling real-time adjustments based on fluctuating market conditions and driving a 15% increase in employee engagement.
- Designed and implemented two **Tableau dashboards** to visualize progress, enabling employees and business stakeholders to track performance and achievements effectively.
- This solution enhanced data quality, transparency, streamlined incentive management, and supported data-driven decision-making.

BI Consultant for Digital Government Authority (DGA) *(October 2022-April 2024)*

- Led a **Business Intelligence (BI) consulting project** for DGA, focusing on training and support to enhance dashboard utilization and ad hoc tasks.
- Designed and developed +15 **Power BI dashboards** to meet organizational needs and integrated data from diverse sources using **Alteryx** and **Informatica** for **ETL processes**.
- Organized and configured the **Power BI Report Server** to facilitate dashboard uploads, scheduling, and automated updates, ensuring efficient data access and timely insights.
- This project improved decision-making processes and streamlined the delivery of actionable information across the organization.

Detecting Offensive and Hate Speech in Arabic Tweets (Graduation Project) *(June 2022)*

Collecting data from the OSACT workshop, which contains about **20k Arabic tweets**, and applying Deep Learning and many NLP transformed models like **AraBERT, QARIB, and MarBERT** and ensembles between them using Python and ML notebooks, also Exploratory Data Analysis, as well as multitasking techniques with different attacks and defense techniques on them.

Our F-Score result was **94%**, which improved the best results in the workshop from **1% to 4%.**

Social Mobile Application *(September 2021)*

Implemented a simple social app, developed login and registration to post new things, see other users' posts, and have private chats with other users. Using **Flutter**, Firebase, and the REST API

Pintos *(March 2021)*

Using **C** with a team of 4, for implementing the assignment from Stanford. This was for the **Operating System course** to solve problems of timing and deadlock. We passed all of Stanford's tests for phases 1 and 2.

JDBC-DBMS *(November 2020)*

Collaborated with a team of 4, Using **Java**, for creating the DBMS by parsing SQL queries to execute them, maintaining Schema files, and using XML for files

Skills

Tools: Power BI, Tableau, Alteryx, Informatica, Talend, Snowflake**. Programming Languages:** Python, SQL, Java, C