Nowfeel SAFI

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SUMMARY

I am a software engineer with a strong focus on backend development and system design.
What I enjoy most about software development is solving real-world problems and addressing evolving needs.
My experience has deepened my understanding of digital advertising, particularly in leveraging contextual technology to create more relevant and engaging ad experiences.
Golang is my language of choice.
However, I view programming languages as tools, and the right choice depends on the task at hand.
Each language has its strengths and weaknesses, which one must know how to navigate.
I am deeply committed to continuous learning. In a field like computer science, and in a world where everything evolves rapidly, staying curious is essential.

EXPERIENCE

Backend Developer

Bliink   **December 2022 - Present, Paris, France**

· **Integration of the Image Classification API developed by the machine learning team.** As part of this development, I developed a worker pub/sub system that receives URLs, sends them to the Image Classification API, and stores the responses containing IAB category classifications in MongoDB. This integration improves the understanding of the page context and allows for more effective targeting of the right ad to display.

· **Management of the inventory synchronization process with our partners using their APIs.** To facilitate this, I developed interface contracts that allow for easy integration of new partners into our system. Also, I needed to mastering the documentation of each API to meet their specific requirements. Finally, I implemented a pub/sub and worker architecture to set up asynchronous synchronization. This system enhanced the attractiveness and revenue of our advertising placements by ensuring optimal inventory management.

· **Creation of a new tool for monitoring KPI discrepancies with partners.** This tool involved developing an ETL pipeline to extract, transform, and load report data into a dashboard. Using Golang libraries such as Gmail and Excelize, I automated the extraction and processing of CSV and Excel files from emails. The system stores the processed KPIs in MongoDB. I configured automatic triggering of the pipeline using Kubernetes CronJobs. Additionally, I implemented an alert system that notifies the team via a Slack channel whenever discrepancies reach a specified threshold. This system significantly improves our ability to track key performance indicators and quickly address any significant discrepancies.

· **Contribution to the improvement of the advertising campaign dashboard**. As part of this improvement, I implemented a forecasting tool that uses linear regression for predictive analysis. The gonum library helped calculate the regression, while React Charts enabled the graphical display of the forecasted data. These improvements allow for more effective monitoring and management of advertising campaigns for the AdOps team.

· **Currently engaged in creating a new project from scratch, still in the development phase.** For this project, I designed the architecture using clean architecture principles to ensure a solid foundation. The development process includes setting up business entities, gRPC services, and database modeling with GORM (SQL ORM), as well as integrating caching solutions using Redis. Adherence to best practices such as unit testing, DRY, and SOLID principles helped establish a robust project foundation.

· **Integration of the prebid-server technology (Golang implementation)** by leveraging its modular architecture to enhance the system's capabilities by adding our internal features. This integration involves familiarizing with a large open-source codebase consisting of over 200,000 lines of code, which proves to be a valuable learning experience.

EDUCATION

Bachelor of Application Development

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SKILLS

Hard Skills: Go, Python, Django, React, Data Modeling, GRPC, Protocol Buffers, GraphQL, API Gateway, ETL, Google Pub/Sub, Kubernetes CronJob, Clean Architecture, SQL, MongoDB, Solidity, Blockchain Basics, Smart Contracts, Docker, Kubernetes