

Shorouk Diyaa

Analytics & AI Engineer

In the sweet spot between
analytics and engineering.

Education:

Nile University, BSc. Computer
Science
(Major: Big Data Analytics)

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Profiles:

[Github \(portfolio\)](#)

[LinkedIn](#)

CERTIFICATES

Data Engineering Masterclass - Sprints

Cairo, Egypt — December 2023, April
2024

PROJECTS

Data ingestion pipeline (ETL)
automating social media
reporting
[BigQuery & Looker]

Chatbot using a Vector
Database generating
performance insights and
recommendations (BYOD)

Microsoft Azure Cloud Solution
Design using APIs and web
scrapping

EXPERIENCE

Software & AI Engineer – Turing | Outlier

Remote — February 2025, Present

- Designed prompts and ideal outputs to fine-tune LLM performance and ensure high-quality results.
- Built and evaluated end-to-end LLM pipelines across diverse models, including prompt engineering and deployment using Python and SQL.
- Developed no-code tools to streamline model testing and structured feedback loops.

Software Developer & AI Engineer – Applab Qatar

Doha, Qatar (Remote) — July 2024, January 2025

Clients: Microsoft Qatar, MOCI and Qatar Museums.

- Developed chatbots integrating web scrapping solutions and BYOD (Bring Your Own Data) systems using RAG and LLMs.
- Created Azure OpenAI chatbots using Azure Cognitive Services, Azure AI Search, and Cosmos DB, SDKs and REST APIs.
- Authored solution documents for development and deployment.
- Organized & co-managed the development and delivery of projects.

Data Analyst | Analytics Engineer, Confidential

Cairo, Egypt — November 2023, July 2024

- Collected and analyzed data points presenting performance reports on Looker and PowerPoint with social media and digital insights and recommendations for increased peak performance numbers in the GCC market – diagnostic and prescriptive analyses.
- Calculated market and industry benchmarks using native and third-party analytics tools, such as Emplifi, Social Insider, Crowd Analyzer, Meltwater, etc., to build insights and provide recommendations.

Computer Science & AI Session Lead / On-Camera Instructor, almentor

Cairo, Egypt — November 2023, July 2024

- Taught Thirty-Five Thousand students (aged 12-17) to graduation, as the primary on-camera host/face for the program localizing technical content for the first level of the program: Introduction to Computer Science, Programming & AI. (DECI Project)
- Hosted weekly interactive sessions illustrating the concepts of the program using relevant examples, use cases and activities.
- Monitored students' progress providing feedback, mentorship, and guidance.

Associate Technical Delivery Manager, Confidential (Project)

European Union (Remote) — July 2023, October 2023

- Managed the full development life cycle from requirements gathering to testing for a hospitality and travel app.
- Coordinated employee scheduling around delivery timeframes, resolving conflicts and supporting consistent availability of necessary competencies across multiple time-zones.

Data Analyst | Performance (Marketing) Analyst – Create Group

Dubai, UAE (Remote) — November 2020, January 2023

Clients include UAE National Day, Visit Dubai, Visit Abu Dhabi, PIF and Volkswagen MENA.

- Led the analyses for 3-5 clients at a time: descriptive, diagnostic, and prescriptive analytics driving performance improvements up to 200%.
- Built an ETL pipeline to automate reporting using Python, BigQuery and Google Data Studio (Looker).
- Delivered ad-hocs and periodic reports tailored to clients' needs, goals, and KPIs, including actionable insights and recommendations sections.