



Alexander Piskotin

Machine Learning Engineer

About Me Experienced Machine Learning Engineer with extensive experience in ad tech, data-driven marketing, and real-time scoring systems. Skilled in deploying algorithms that enhance business metrics and operational efficiency across various domains, including credit scoring and digital marketing. Committed to solving complex problems and delivering measurable results.

Alexander Piskotin

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+995 (595) 116-387
[CV](#) / [SKYPE](#) / [LinkedIn](#)

Current Location

Tbilisi, Georgia

Languages

Russian - C2 [*native*]
English - B2 [*Pipplet*]

Education

2016 - 2022, National Research Nuclear University MEPhI (Moscow Engineering Physics Institute)

Specialist Qualification, Automation Engineer Technology/Technician

2023, karpov.Courses

HARD ML

2021, X5 Retail Group

Data Analyststs School

2019, Mail.ru Group. Technoatom

Applied Python: Machine Learning, Deep Learining

Experience

Apr 2022 - Present, ML Engineer, Social Discovery Group

- DSP (Demand Side Platform)
 - Spearheaded the development of bid optimization algorithms for a DSP in AdTech
 - Successfully reducing CPC by 25% and CPM by 75% in remarketing campaigns through a series of experiments
 - Details at [webinar recording](#)
- Virtual Gifts Ranking
 - Led the development of a ranking algorithm for virtual gifts in chats
 - Increased user engagement by 25% and virtual gift spends per paying user by 18%
- DDA (Data-Driven Attribution)
 - Engineered and deployed a novel marketing campaign performance measurement algorithm using a Recurrent Neural Network
 - Achieved a 6% increase in eROI
- Machine Learning for Direct Marketing
 - Developed a machine learning solution that optimized email campaign efficiency
 - Reduced email volume by 50% without compromising engagement (less than 5% drop in clicks), thereby preserving core business metrics.
- Landing Page Optimization
 - Initiated a continuous testing framework for landing pages using a Multi-Armed Bandit algorithm
 - Boosted conversion rates by 15%.

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Apr 2022 - Present, ML Engineer, Social Discovery Group

- Chat Copilot Implementation
 - Contributed to the team that implemented an LLM-driven chat copilot
 - Enhanced user interaction and operational efficiency. The project gained positive unit-economics since the first experiment iteration

Feb 2024, Hackathon Jury/Expert

ML TalentMatch, AC-VO

- Evaluated and provided feedback on the projects of the participants
- Assessed the technical and business aspects of the ML solutions

Dec 2020 - Apr 2022, ML Engineer, United Credit Bureau

- Real-Time Scoring System
 - Engineered and maintained a real-time scoring system that includes a feature store and models service. My work encompassed integrating models, designing an additional abstraction layer for easier model integration by the data science team, implementing a model testing approach, and developing middleware for real-time ML monitoring.
- Captcha Solver Algorithm
 - Led the development and enhancement of a Captcha solver algorithm that significantly increased data update frequency
 - Directly improved the accuracy of scoring algorithms by providing more relevant data enrichment pipelines.
- Revenue/Profit Prediction Algorithm
 - Created a predictive algorithm for forecasting company revenue and profits
 - Leveraged as a B2B service for optimizing advertisement leasing strategies
- Income Prediction Model
 - Developed and successfully integrated a individual's income prediction model based on credit history data
 - Deployed as a profitable B2B solution.
- Custom Credit Scoring Models
 - Designed and developed bespoke credit scoring models for diverse B2B clients
 - Passed all on-site validations and were integrated into clients' credit scoring frameworks

Oct 2019 - Feb 2022, Research Engineer (Apprenticeship), Ishlinsky Institute for Problems in Mechanics RAS

- Experimental Data Analysis in Physics of Fluids
 - Spearheaded the collection and analysis of experimental data, focusing on hydrodynamics to enhance understanding and modeling of fluid dynamics. My efforts contributed significantly to refining theoretical models and practical applications in the field
- Automation Tools Development
 - Developed and implemented a suite of automation tools for data collection in experimental environments, significantly improving efficiency and accuracy in data handling and processing



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Jul 2019 - Nov 2020, Junior Data Scientist, Utkonos

- Uplift Modeling for Direct-Marketing
 - Led the development of an uplift model for promocodes, strategically targeting customers whose engagement would yield a positive margin
 - This approach increased Average Revenue Per User (ARPU) by 2.8% and improved margin per user by 3.2%
- Customer Segmentation Insights
 - Provided the direct marketing team with crucial insights by employing customer clustering based on RFM (Recency, Frequency, Monetary value) and basket analysis features, enhancing targeted marketing strategies
- Recommender System Baseline
 - Developed a baseline solution for a recommender system, setting the stage for personalized customer experiences and increased engagement
- Warehouse Digital Twin Development
 - Contributed to the creation of a digital twin model for the warehouse, enabling robust hypothesis testing and operational optimization
- A/B Testing for Data Science
 - Assisted in the design and analysis of A/B tests for the data science team, contributing to the validation and refinement of models and strategies through empirical data analysis

Skills

- Machine Learning
- Deep Learning
- NLP
- Uplift Modelling
- Dynamic Pricing
- Search Algorithms
- Python
- SQL
- AWS
- MLOps
- ML Monitoring
- Kafka
- Apache Airflow
- Apache Spark
- Hadoop
- Kubernetes
- Docker
- Ansible

Publications

In-house DSP. Optimal Bidding Problem

Feb 2023, Webinar "Algorithms of Love. Machine Learning in Social Discovery", Social Discovery Group

Риск-факторы как фактор неэффективности кредитного конвейера (Risk-Factors - the Factors of Ineffective Credit Pipeline)

Dec 2021, «Банковское кредитование» journal, Publishing House «Регламент»

Регистрация капельных течений и сопутствующих звуковых пакетов (Recording drip currents and accompanying sound packets)

Dec 2019, Waves and vortices in complex media, Ishlinsky Institute for Problems in Mechanics RAS