AMARIN JETTAKUL

As a Data Scientist and AI Engineer, I possess a robust foundation in machine learning, artificial intelligence, and data-driven decision-making. My expertise spans the entire data science lifecycle, from initial concept to production deployment. I have experience building and optimizing data pipelines, developing and implementing ML/AI models, and leveraging advanced analytics to drive business outcomes. I am proficient in algorithm optimization, model deployment, and ensuring seamless integration in production environments. With a strong academic background and hands-on experience in ML/AI, including published research, I have deep technical expertise in both theory and application. I am adept at managing end-to-end projects, from data acquisition and preprocessing to model deployment and monitoring. Driven by a passion for solving complex data challenges, I translate them into actionable insights that drive organizational success.

CONTACT

- (+66) 62-373-2987
- amarin.jettakul@gmail.com
- www.linkedin.com/in/amarin-jettakul-796256185
- www.github.com/ammarinjtk
- www.ammarinjtk.xyz

EDUCATION

MASTER OF ENGINEER
in Computer Engineering, Chulalongkorn University
(JUN 2018 – AUG 2019)

- Master's degree with distinction
- **Publication** – Relation extraction between bacteria and biotopes from biomedical texts with attention mechanisms and domain-specific contextual representations. BMC Bioinformatics 20

BACHELOR OF ENGINEER
in Computer Engineering, Chulalongkorn University
(JUL 2014 – MAY 2018)

- GPAX 3.62 of 4.00 – First class honors
- President of the Computer Engineering Student Council
- **Publication** – A Comparative Study on Various Deep Learning Techniques for Thai NLP Lexical and Syntactic Tasks on Noisy Data. 2018 15th International Joint Conference on Computer Science and Software Engineering (JCSSE)

SKILLS

Languages
- Thai (Native), English (Upper-intermediate: TOEIC 890)

Programming & Development
- Python, SQL, Go, PySpark, JavaScript, R, Shell Script
- Web Development, Git

Data Science & AI
- Machine Learning: TensorFlow, PyTorch, Scikit-learn
- NLP: Hugging Face, LLMs, Langchain
- Recommendation Systems, Unsupervised, Computer Vision
- MLOps, Model Deployment, Statistical Analysis, A/B Testing

Cloud & Infrastructures
- Google Cloud, AWS, Docker, Kubernetes, Airflow, Dagster, Terraform

Data Engineering & Analytics
- ETL, Data Warehousing, Big Data Processing, Visualization

Soft Skills
- Project Management, Stakeholder & Supplier Management, Agile
- Cross-functional Collaboration, Problem-solving, Continuous Learning

PROFESSIONAL EXPERIENCES

NOV 2023 – AUG 2024

Data Analyst (E-commerce) – LINE Corporation, Thailand

- Implemented key improvements in a search engine enhancement initiative, refining Elasticsearch queries and coordinating A/B tests, contributing to a 33% increase in CTR.
- Spearheaded an explainable AI initiative, managing a cross functional teams (PMO, PO, MKT) to develop interpretable ML models, identifying key factors for new seller success, driving a 20% traffic and 10% active seller increase.
- Enhanced SQL query optimization strategies, mentoring the team in advanced techniques to reduce average query execution time by 30% and improve operational efficiency
- Managed an ETL migration from cron jobs to Dagster, collaborating with DE, MLE, and SRE teams, increasing pipeline reliability from 95% to 98% to meet daily SLAs.
- Led a large-scale data scraping project, managing a team of 4 to develop a solution that processed 2 records/second—24x faster than existing methods—generating 500k potential sellers monthly with a 2% CVR.

JUN 2022 – OCT 2023

Data Scientist – Purple Ventures, Thailand

- Developed a hotel recommendation system using sentence transformers, fine-tuned on historical user interaction data, which contributed to a 20% increase in daily bookings.
- Implemented dynamic pricing for ride hailing, using an an hourly demand-supply prediction model based on hexagonal indexing, using tempotal, geospatial, and weather features of historical data, supporting 20% higher profit margins from base fares.
- Led DS, MLE, and Operations teams in developing automated QC application using fine-tuned CV model (95% accuracy on 5000 manually-labeled images), implemented on GCP via Terraform, reducing manual work by 75% and increasing operational efficiency.
- Managed cross functional teams (SE, DS, DE, PO) to develop semantic search using fine-tuned transformer model on query-document relevance data, resulting in 4% CTR increase and 5% revenue growth.

JUL 2021 – JUN 2022

Data Analyst – LINE Corporation, Thailand

- Established 30+ ETL pipelines and designed dashboards, using Dagster orchestration, resulting in streamlined daily operations for business users and a 50% reduction in manual query workloads.
- Created a machine learning model for customer segmentation using embedding clusters, resulting in a 20% increase in targeted campaign ROI and a 15% boost in customer retention through improved marketing strategies.

FEB 2020 – JUN 2021

Senior Data Analyst – Sertis, Thailand

- Conducted product cannibalization analysis, using regression techniques, to optimize product selection for 7-11 stores and a 10% increase in individual store sales margins.
- Contributed significantly to a data warehouse migration to GCP, helping implement Airflow orchestration and optimize ETL processes. Collaborated with DE teams to migrate 100TB and increase data processing capacity by 20%, from 1TB daily.

AUG 2019 – JAN 2020

Machine Learning Engineer – OxygenAI, Thailand

- Built MLOps infrastructure for social-commerce chatbot on GCP, using Kubernetes and Airflow. Integrated with messaging platforms, supporting onboarding of 20 sellers, achieving 80% response rate, 15% conversion rate, and 50% reduction in manual chats.
- Engineered a bot to automatically import sellers' products and inventory from their existing e-commerce platforms, eliminating 90% of the manual importing workload and streamlining the onboarding process.

AUG 2017 – FEB 2018

Customer Behaviour Analysis (Consulting) – HomePro, Thailand

- Developed a machine learning model using customer purchase history to identify those most likely to attend the Homepro Expo 2018, targeting the top 2% of a pool of 5 million customers for SMS campaigns, saving 15M ฿ in marketing costs while maintaining the same expo revenue as in previous years.