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

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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

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

Data Analyst (E-commerce) – LINE Corporation, Thailand
NOV 2023 – AUG 2024

- Guided 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 team to develop interpretable ML models, identifying key factors for new seller success, driving a 20% traffic and 10% active seller increase.
- Directed performance optimization efforts, mentoring the team in advanced SQL to reduce average query execution time by 30% and improve operational efficiency.
- Managed an ETL migration from cron jobs to Dagster, working with DE, MLE, and SRE teams, reducing the daily job failure rate by 20% and enhancing the overall reliability.
- Led a large-scale data scraping project, managing a team of 4 to develop a solution 10x faster than existing methods, generating 500k potential sellers monthly with a 2% CVR.

Data Scientist – Purple Ventures, Thailand
JUN 2022 – OCT 2023

- Contributed to travel agency recommendation system development using embedding vectors, helping achieve a 20% increase in daily bookings.
- Played a key role in implementing dynamic pricing for delivery services, utilizing demand-supply prediction on hexagonal indexing, supporting 20% higher profit margins.
- Directed development of automated QC application using ML approaches, reducing manual work by 75% and enhancing service reliability.
- Managed cross-functional team (SE, DS, DE, PO) to create a semantic search using contextual embedding, contributing to a 4% increase in CTR and 5% revenue growth.

Data Analyst – LINE Corporation, Thailand
JUL 2021 – JUN 2022

- Developed 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.
- Delivered customer segmentation, by embedding clusters, resulting in a 20% increase in targeted campaign ROI and a 15% boost in customer retention through improved alignment of marketing strategies with audience profiles.

Senior Data Analyst – Sertis, Thailand
FEB 2020 – JUN 2021

- Conducted product cannibalization analysis, using regression techniques, to optimize product selection for 7-11 stores and a 10% increase in individual store sales margins.
- Implemented new Airflow orchestration on GCP and migrated data warehouse, collaborating with Data Engineers, resulting in 2x improvement in data processing capacity (now handling 10TB per day) with no increase in execution time.

Machine Learning Engineer – OxygenAI, Thailand
AUG 2019 – JAN 2020

- Developed and maintained MLOps infrastructure for social commerce chatbot on GCP, supporting onboarding of 20 sellers, 80% response rate, 15% conversion rate, and 50% reduction in manual chats.
- Participated in strategic planning and engineered an automated system for importing sellers' products and inventory, eliminating 90% of the manual workload and streamlining the onboarding process.

Customer Behaviour Analysis (Consulting) – HomePro, Thailand
AUG 2017 – FEB 2018

- 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.