

Atef Attia

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Education

Karlsruhe Institute of Technology – KIT

M.Sc, Computer Science - Grade 1.8

Karlsruhe, Germany

Oct 2018 – Sep 2020

Relevant Coursework: Machine Learning, Computer Vision and Deep Learning

- Trained an LSTM-based RNN for movement prediction and anomaly detection in shipping traffic.
- Applied data augmentation and transfer learning to train a CNN for face recognition with a small dataset.

Karlsruhe Institute of Technology – KIT

B.Sc, Computer Science - Grade 2.4

Karlsruhe, Germany

Oct 2014 – Sep 2018

Relevant Coursework: Basics and Software Development

- Implemented a web-based course enrolment system using Play and Java.

Institut für Internationale Kommunikation – IIK

Deutsche Sprachprüfung für den Hochschulzugang - DSH-2 in RWTH Aachen.

Düsseldorf, Germany

Jan 2014 – Jul 2014

Tunis Preparatory Engineering Institute – IPEIT

Diploma in Mathematics and Physics.

Tunis, Tunisia

Sep 2011 – Jul 2013

Experience

ProSiebenSat.1 Media SE

Senior Machine Learning Engineer / Tech Lead

Munich, Germany

Nov 2024 on

- Built a data pipeline in Databricks to calculate segment shares, driving optimized ad campaign placements.
- Organized a Knowledge Sharing Session to promote knowledge transfer and enhance synergy across the data department.

ProSiebenSat.1 Media SE

Machine Learning Engineer / Tech Lead

Munich, Germany

Apr 2022 – Nov 2024

- Led the development of a chatbot powered by Retrieval-Augmented Generation (RAG), that helps sales teams quickly access internal information, saving up to 40 minutes per day per person.
- Enhanced internal content categorization by applying text classification techniques using IAB standards, enabling precise contextual targeting and cookieless advertising.
- Trained forecasting models to predict user activity on websites and built a highly scalable ML pipeline using Metaflow and MLflow.
- Developed a TV attribution algorithm to assess the impact and performance of TV-ads on client websites, enhancing data-driven insights into campaign effectiveness.

ProSiebenSat.1 Media SE

Associate Data Scientist

Munich, Germany

Feb 2021 – Apr 2022

- Refactored and migrated an on-premises TV attribution system to AWS, reducing infrastructure costs by 60%.
- Implemented and deployed a web application to monitor complex data pipelines, decreasing daily ops by 20%.
- Trained a classification model to predict users' age and gender from their watching behavior, enhancing ad targeting efficiency.

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Porsche Digital GmbH

Ludwigsburg, Germany

Master Thesis – Data Science – Grade 1.0

Mar 2020 – Sep 2020

Applied unsupervised learning techniques for anomaly detection on acoustic signals using Keras and Python.

- Designed and trained an Improved Deep Embedded Clustering (IDEC) model to extract features and cluster anomalous and non-anomalous acoustic signals.

Siemens AG

Karlsruhe, Germany

Working Student – Data Analyst

Nov 2018 – Apr 2020

- Created real-time Qlik Sense reports to improve monitoring of 8D reports for manufacturing nonconformances, providing management with better progress visibility.

Forschungszentrum Informatik

Karlsruhe, Germany

Bachelor Thesis – Software Development – Grade 1.3

Mar 2018 – Aug 2018

- Improved a mobile application by implementing a context-sensitive help function to increase the usability for older users using Xamarin and C#.

Skills & Interests

Technical: Python, SQL, Docker, AWS, Databricks, Spark, MLflow, Metaflow, CI/CD, Machine Learning, Generative AI, Cloud Computing, Deployment, MLOps, Keras, PyTorch.

Language: Native in French and Arabic, fluent in German and English.

Certifications: AWS Certified Cloud Practitioner, AWS Certified Machine Learning Specialty.

Interests: Soccer and padel tennis enthusiast, outdoor explorer, and avid reader.