ASHISH HURULI SATISH

[HURULIASHISH@GMAIL.COM](mailto:HURULIASHISH@GMAIL.COM) (937) 802­6469 Los Angeles CA 90071 [MyLinkedin](http://www.linkedin.com/in/ashishhurulisatish)

**OBJECTIVE**

I'm actively looking for a new job that will provide me with an opportunity to scale, develop, and oversee technical teams. My goal is to lead medium-sized to large teams while facilitating learning in the areas of cloud computing, service management, data warehousing, big data systems, and BI/BO environments.

**EDUCATION**

* Wright State University, Ohio - Master of Science
* Visvesvaraya Technological University**,** Bangalore, INDIA, Bachelor of Engineering, Electronics and Communication Engineering

**TECHNICAL SKILLS**

* **Cloud Services:** Amazon Web Service, Google Cloud Portal
* **Programming:** Python
* **Financial compliance and Reporting:** SAP Order Management, Cloud ERP, Charles River IMS 9.8, Salesforce CRM, MicroStrategy 10.6 & 2019.3, Tableau
* **ETL Application/Tools:** Informatica Powercenter, DataStage, and Alteryx
* **Legacy database and Cloud databases:** Oracle 19c – 21c, Microsoft SQL Server, PostGres, PrestoDB, MongoDB, Teradata, Netezza, Snowflake, Databricks, Redshift, Informatica Cloud (IICS), Informatica Cloud Real-Time (ICRT)
* **Big Data Technologies:** Informatica Big Data Management
* **Scripting:** Shell, Perl
* **Operating Systems and Tools:** Windows, Linux, GIT, JIRA, AutoSys, BitBucket, PerForce, TOAD, APEX Data Loader.

**EMPLOYMENT**

**Paramount Pictures, formerly Viacom INC. **

**Role**: Senior Manager, Data Engineering- Hollywood, CA *June2019–Present***Team size:** 15-20, including Developers and Testers

**Expertise knowledge in building Data ingestion pipelines, data warehousing in snowflake, data conversions/serverless ETL pipelines, and data management.**

* Overseeing BI projects for domestic and international markets for subscription video on demand (SVOD), collecting and transform subscriber and financial data based on demographics across the entire organization.
* Carrying out client migration and onboarding, offering in-depth product knowledge, direct technical support, and documentation for SVOD Data Models.
* Establishing pivotal connections with client partners, broadening product knowledge to cross-functional teams, and setting up product review meetings and demonstrations.
* Responsible for budgeting for Marketing teams, campaign distribution, Ad management, and targeting audience capture.
* Assisting with the financial team's BI/DW needs for reporting quarterly earnings for the entire company as well as reporting annual performance, growth, and trajectory.
* Experienced in resource onboarding via SAP field glass, SAP success factor, SOW management/renewals and resource funding.
* Designed subscriber behavioral cohort analysis model and identify behavioral characteristics of high LTV users.
* Enabled revenue data insights and LTV capabilities to inform marketing, content, and product investment decisions.
* Developed social media API connectors for Facebook Ads manager and Google adwords, utilizing Facebook business ad objects, adwords marketing metrics gathering dollar spent information on each Campaign, Ad-groups, Ads and content for marketing teams.
* Transformed ad marketing data to calculate Return on ad-spend (RoaS) leveraging analytical data to slice and dice revenue information from subscribers for marketing teams.
* Developed ETL design flows for capturing Marketing data from various Social Media platforms i.e., Facebook, Google, YouTube, Snapchat, TikTok, Discovery and other REST APIs.
* Expertized in utilizing and developing in Amazon Web services, creating and scaling EC2 instances, configuring AWS data pipelines for data extract using Lambda function, and setting up Cloud Watch and Cloud Trail.
* Migrated Teradata databases with gigabytes of data to snowflake, using Teradata parallel transporter scripts, exporting data files to Snowflake stage and copying it to Snowflake tables using snowsql.
* Worked on converting Teradata objects Tables/Views to Snowflake objects and Teradata procedures to Snowflake Java caller/owner executable scripts. Performed Cloning in Snowflake for migrating Data and objects between various Snowflake Databases.
* Developed providing snowflake data protection coverage to business users utilizing Time Travel Retention features of snowflake and schema objects for Fail -Safe for BI applications.
* Developed of AWS Glue ETL jobs, utilizing glue crawlers and RESTful API requests for data caller and data catalog streaming to Amazon redshift. Also created AWS Data firehose for streaming Data pipeline logs with the help of Data streams with AWS SNS and SQS for notification and queue service.
* Designed and architected ETL Data Pipeline process using AWS Step functions, setting up dockers in AWS ECS, registry in AWS ECR and AWS API Gateway, PostGres DB, AWS Lambda for pipeline execution data logging.
* Configured and maintaining AWS users for various data platforms by provisioning roles and privileges through IAM.
* Hands-on experience in migrating Informatica 10 Powercenter workflows to utilize Snowflake Power exchange connector for performing update/insert operation and OBDC Snowflake relational connection to PowerCenter mapping sources.
* Experienced in upgrading Microstrategy servers from 10.6 to 2019.1.3, utilizing the Integrity Manager for Project-to-Project comparison.
* Developed Microstrategy Dashboards, Document, and Grid in MicroStrategy to meet business user needs for Marketing Analytics. Involved in the Migration of reports from Development Environment to Production.
* Utilized MicroStrategy Integrity Manager for Project compression and object manager for migration to environments.
* Developed Python Lambda function utilizing boto3, paramiko libraries. Also, I created python script with pandas and xlrd modules to perform string level comparing of excel, required for data json comparison between Teradata and Snowflake.
* Integrated AWS Code pipeline for snowflake database object autonomous deployment setup with code commit and code build. Brought down time consumption through manual process to daily autonomous code commit integration.
* Engaged in deployment using Kubernetes for source code version control and scaling instances for ETL orchestration.
* Introduced Jira, Stash, and Bamboo integration for Continuous integration of code build and production migration.
* Certified Scrum master (ScrumAlliance), engaged in enforcing bi-weekly sprints, sprint planning, and managing medium-large team size project budgets under $1M.

**Infosys Limited**–Technology Lead

**Capital Group ** – ETL Specialist – Los Angeles CA *Mar 2016 ­ June 2019* **ETL Data warehouse Design for Charles River using Informatica PowerCenter**

* Experience in Financial Asset load to Charles River using ETL batch via Informatica PowerCenter 9.6 x and Oracle Database.
* Emphasized Design Partitioning, Regression Modelling, and reusability of PowerCenter Mapping to improve performance and timing.
* Worked on multiple implementations of Data warehouse Designs as per client requirements detailing to Ralph Kimball methodologies.
* Implemented approaches for current state mapping logics of security attributes and security types. E.g., ASM and Bloomberg.
* Designed PowerCenter mappings using Informatica transformations (Active and passive transformations) and PL/SQL Procedures using cursors, functions, and triggers.
* Specialized in Requirement analysis, Gap analysis, Incident management, Problem Management, Troubleshooting Methodologies, and in-depth knowledge of all stages of the software development life cycle (SDLC).
* Created migration shell scripts for file move and file transfer and also Perl Scripts for file watcher.
* Worked closely with Architect on design issues and suggested solutions for better performance.
* Extensively used Pre-SQL and Post-SQL scripts for loading the data into the targets according to the requirement.
* Designed approaches for Dimensional Data Modeling, Slowly Changing Dimensions Type I, II & III, ODS, Star/Snowflake Schema modeling, Fact & Dimension tables, OLAP & OLTP Systems.
* Implemented complex financial data design mapping for creating new Assets or updates to existing assets.
* Maintained mapping transparency as possible to handle pricing files and cash flow systems.
* Involved in test-driven development (TDD), creation of mind maps, build as well as guide and lead the team to meet the quality and schedule.
* Implemented CD Bamboo Jenkins to channelize Deployment from Bitbucket commit to Deployment.
* Scripted Jenkins file for effective CI/CD process with GitHub and Jenkins.
* Created batch reports using reporting technologies like Tableau using Tab CMD and Dashboard connecting to Oracle Database.
* Extended Tableau for Batch Monitoring, updates of job runs, and data issue alert captured on tableau worksheets.
* Developed Tableau Visualizations using Trend Lines, Statistics, and Log Axes. Groups, hierarchies, sets to create detail level summary reports and Dashboards using KPI's.
* Prepared Tableau donut charts, pie charts, and several visualization charts for data analytics.
* Hands-on experience is code migration using Perforce, Atlassian products like Bamboo, JIRA, GIT, Bitbucket, and Autosys for Job creation and setting up altering in splunk for Nightly Batch and Real-Time Batch.
* Involved in Account/Position/Security asset using Charles River and maintain account rollups using CRD Manager Workbench.
* Experienced in working on CRD Trading Blotter, Compliance for alerts, warnings, and Data exceptions.
* Expertise in handling and furnishing various financial data of Fixed Income, Structured Instruments, Bloomberg, Morning Star, Security Lists, Custodian Accounts, and Swaps.
* Used dofeeds.pl to implement CRD extensions event on load and event on finish.
* Working closely with team members in Agile Methodologies and Onsite/Offshore Implementation.

**Manheim Auctions**  –Business Intelligence Developer - Atlanta GA *Apr 2015 – Mar 2016*

**Big Data One View Customer Batch Developer using Informatica, Alteryx and Tableau**

* Experienced with Dimensional modeling, Data migration, Data Masking, Data cleansing, Data profiling, and ETL Processes features for data warehouses.
* Effectively worked on Informatica Big Data Management to load data to Hadoop HDFS, Hive and HBase and configured Informatica Big Data Management for column profiling also applied Informatica Spark engine to improve performance.
* Handled monitoring of Informatica Big Data workflows with YARN and troubleshoot Scala code in Apache Spark execution plan.
* Experienced in initial data import and load incremental data to HDFS and Apache Hive, also executed sqoop merge for large amount of HDFS data.
* Managed different lines of business to strengthen the analytical business data using Alteryx which helped to save end-users time in validating the data.
* Managed SMTP automated process to approve using Alteryx as per client requirement.
* Involved as Alteryx administrator for creating subscriptions and adding users, data connections, creating credentials and assigning different access rights to the Users.
* Worked on Powercenter Maplets/Worklets, delay timers and scheduler jobs for processing Hub related messaging-Q in real-time.
* Designed workflows to receive messages on start, generate tokens for each run and log exceptions using PowerCenter workflows.
* Maintained Real-Time customer data profile updates via JMS message listener, paging messages to PowerCenter Inbound.
* Developed Data Synchronization Tasks, Data Replication Tasks, Mappings and Task Flows in Informatica Cloud (IICS).
* Generated Service Connectors, Connections, Processes and Process Object in Informatica Cloud Real Time (ICRT).
* Hands-on experience in tuning SQL queries for enhancing the database performance.
* Provided support for end clients on Alteryx designer and Alteryx server functionality by providing step-by-step guidance from basics to advanced functions of Alteryx including working with calculations, batch & Iterative Macros and Analytical Apps.
* Developed and automated workflows to extract data from raw text files, XML by using batch macros and parsed to tabular format.
* Created multiple tableau worksheets for customer visualizations having donut charts, Bars, Lines and Pies, Maps, Scatter plots, Gantt charts, Bubbles, Histograms, Bullets, Heat maps and Highlight tables.

**LocalEdge Media Services** - Business Intelligence Developer -Buffalo NY *Mar 2014 - Apr 2015*

**Retail Datawarehouse Management using Teradata Database.**

* Participated in the Design Workshops with the different stakeholders of the application and came up with the finalized approach.
* Created JCL's on Mainframes to run BTEQ Scripts and scripted BTEQ using derived tables and Global/Volatile tables for processing legacy data.
* Worked on Teradata Stored procedures, including sparse for Join indexes, Teradata macros and provided execute privileges for users.
* Used Salesforce cloud to create field and data models on Salesforce to interact with ETL Informatica.
* Extensively worked on Salesforce CRM mappings to generate delta uploads and initial loads to salesforce targets and monitoring jobs on uploads.
* Used different types of Source imports in PowerCenter (FlatFile, COBOL and Excel).
* Worked on Java Transformation in ETL Informatica to send messages on Hub services. Java code designed interacted with Informatica to monitor transactions and send messages via JasperSoft reports.
* Generated Custom stored procedure transformation in mappings and interacted with Informatica MDM analytics in running the workflows.
* Experienced in using PerForce as code version control for Migration.
* Used Apex Data Loader platform to verify data loads and also created a sandbox for pre-test runs from Salesforce.
* Extensively used Unix Shell scripts for FTP/MFT, updating Parameter files with connections of Source, Targets and Lookups.
* Designed Technical design document based on the business requirements.

**Heritage Foods (I) Ltd India -**Informatica ETL Developer-Hyderabad    *May 2012-Aug 2013*

* Worked with source databases like Oracle, SQL Server and Flat Files.
* Worked on Day to day administration activities like user creation, folder creation and configuring DB connections.
* Extensively worked with various Active transformations like Filter, Sorter, Aggregator, Router and Joiner transformations.
* Extensively worked with various Passive transformations like Expression, Lookup (connected and unconnected), Sequence Generator, Mapplet Input and Mapplet Output transformations.
* Developed Mapplets to implement business rules using convoluted logic.
* Used Informatica Repository Manager to create Repositories, User Groups and Users based on their roles.
* Converted the PL/SQL Procedures and SQL\*Loader scripts to Informatica mappings.
* Tuned performance of Informatica session for large data files by increasing the block size, data cache size and target based commit interval.
* Developed UNIX shell scripts to automate the data transfer (FTP) process to and from the Source systems to schedule weekly and monthly loads/jobs.
* Used Informatica Designer to create complex mappings using different transformations to move data to multiple databases.
* Design and Development of pre-session, post-session and batch execution routines to run Informatica sessions using Informatica Server Manager.
* Used Debugger to check the errors in mapping.
* Worked on Informatica Slowly Changing Dimension (SCD) I, II, III for connected lookup (LKP).
* Generated UNIX shell scripts for automating daily load processes.
* Managed Change control implementation and coordinating daily, monthly releases and reruns.

**ACHIEVEMENTS**

**CERTIFICATIONS:** AWS Solution Architect- Associate (v.2018) Valid: 2018-2020