










Natanan Shiferaw

Date of birth: 07/08/1994

Nationality: Ethiopian

CONTACT

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ABOUT ME

Education:

I graduated with a degree in Electrical and Computer Engineering in 2019. My passion for problem-solving using data and statistics led me to enroll in the 10 Academy for Data Science training in 2020, where I completed the program with distinction. Since then, I have become a dedicated Data Scientist with a knack for building Machine Learning solutions on top of data infrastructures.

Career:

I am currently working as a Data Scientist for a sensory advertising company and have gained significant experience over the past three years in industries that rely heavily on data science and analytics.

In addition to understanding problems and providing solutions, I am a detail-oriented individual with an aptitude for tackling unstructured problems. I respect and adapt to company values while working and strive to pursue my passion with positive energy and drive. As a hardworking person, I believe that every problem has a solution if given the right time and attention. My eagerness to learn new things keeps my career enthusiasm alive.

Please feel free to review my profile and, for any further inquiries, contact me via [LinkedIn](#).

EDUCATION AND TRAINING

13/07/2020 – 11/10/2020

Data Science 10 Academy

Website www.10academy.org/

11/2020

Azure Fundamentals Microsoft

05/12/2022

Machine Learning Coursera - Stanford University

30/09/2013 – 10/07/2019

Bachelor Of Science Degree in Electrical and Computer Engineering Addis Ababa Institute Of Technology

WORK EXPERIENCE

30/04/2021 – CURRENT London, United Kingdom

Senior Data Scientist, Machine Learning Engineer Adludio

After recognizing the transformative power of data insights in driving business success, I pursued a top-tier Data Science boot camp, where I graduated among the best in my cohort. This accomplishment led me to join **Adludio**, a sensory advertising company in England that harnesses the potential of Machine Learning and Artificial Intelligence in its creative endeavors.

During my tenure at **Adludio**, I have made significant contributions to several data-centric projects, which have strengthened my skill set:

- **Developed and maintained scalable machine learning utility libraries** using AWS (EC2, S3, EMR), facilitating efficient environment preparation, dependency management, and external service integration (e.g., MongoDB, MySQL, Google APIs).
- **Engineered and optimized real-time bidding algorithms** for programmatic advertising on The Trade Desk platform, leveraging Python, PySpark, and AWS Athena to collect and process high-volume datasets for dynamic bid adjustments, optimizing Return on Ad Spend (ROAS).
- **Built predictive models for scoring advertisement spaces** using statistical probability distributions and machine learning techniques,

integrated with MLFlow for model validation, versioning, and monitoring to ensure robust, reliable deployments.

- **Created a CI/CD pipeline** using CircleCI for deploying Python-based data science projects to AWS using CloudFormation. Integrated pytest for continuous testing and Coala for enforcing coding standards, improving the reliability and scalability of deployments.
- **Designed and automated campaign orchestration libraries** on The Trade Desk platform, incorporating BigQuery, MySQL, and MongoDB for real-time data analysis, planning, and execution. Leveraged Language Models (LLMs) for automating human-like decision-making processes, improving ad campaign management.
- **Developed and managed AWS infrastructure** for segregated environment setups using EC2 and EMR clusters, streamlining the deployment of scalable machine learning models and enabling efficient project scaling based on specific requirements.
- **Integrated reporting and alerting systems** using Slack and MongoDB, enabling real-time notifications and monitoring of ad campaign performance, leading to faster issue resolution and optimized campaign management.
- **Implemented advanced bidding and pacing strategies** for ad campaigns based on historical data analysis using BigQuery and Python, leading to efficient budget allocation and campaign optimization.
- **Developed database interfaces** for MongoDB and MySQL, automating common tasks like queries, transactions, and data migrations, enhancing data handling efficiency for large-scale ad campaigns.
- **Led the development of automated A/B testing frameworks** using Python and SQL, improving machine learning model evaluation and campaign performance analysis.
- **Mentored junior data scientists** on data mining, MLOps best practices, and machine learning workflows, enhancing team productivity and ensuring alignment with industry standards.

20/01/2019 – 30/04/2021 Addis Ababa, Ethiopia

IT Supervisor Ramada by Wyndham Addis

After graduating from **AAIT**, I took on a role as an **IT Supervisor at Ramada by Wyndham Addis Ababa**. In this position, I honed my technical and analytical skills while managing the hotel's IT infrastructure to optimize operations and meet industry standards. These experiences have equipped me with a solid foundation for a career in data science.

Some of my key responsibilities and achievements in this role included:

- Monitoring computer systems and networks, demonstrating my ability to identify patterns and anomalies, essential skills for a data scientist
- Administering Active Directory and Property Management System (PMS), showcasing my proficiency in managing user accounts and hotel resources effectively, as well as working with complex data systems
- Maintaining Point of Sale (POS) and Interactive TV interfaces, highlighting my understanding of data flow and seamless guest experiences, crucial for building data-driven solutions
- Testing and evaluating new technologies, reflecting my commitment to staying current with industry advancements and adapting to new tools and methodologies
- Responding promptly and efficiently to service issues and requests, emphasizing my problem-solving abilities and dedication to maintaining high levels of customer satisfaction

Business or Sector Information and communication

14/03/2017 – 29/06/2017 Addis Ababa, Ethiopia

Intern - Software developer Information Network Security Agency

As an intern at **INSA**, I undertook projects centered around web app development and database schema design, which provided me with valuable skills that have bolstered my professional growth and prepared me for a career in data science:

- Web and Android app development: Gained hands-on experience in crafting user-friendly and responsive web and Android applications, demonstrating my adaptability and understanding of user experience design principles.
- Relational database design and development using SQL: Developed proficiency in designing and implementing efficient relational database systems, showcasing my ability to manage and manipulate data effectively.
- REST API development: Mastered the art of creating robust and scalable REST APIs, which highlights my aptitude for facilitating seamless communication between applications and services—a critical skill in data-driven environments.
- Hosting web apps and creating webhooks in PHP: Acquired experience in hosting web applications and implementing webhooks using PHP, allowing me to handle real-time data updates and event-driven workflows—vital aspects of modern data science projects.
- Testing and evaluating projects: Cultivated the ability to thoroughly test and evaluate projects, ensuring the delivery of high-quality and reliable applications, a skill that translates well into data science roles that demand precision and attention to detail.

Leveraging these skills and experiences, I am well-equipped to contribute to a variety of data science positions and eager to apply my passion for problem-solving and data-driven insights in a new opportunity.

Website www.insa.gov.et

LANGUAGE SKILLS

MOTHER TONGUE(S): Amharic

Other language(s):

English

Listening B2

Spoken production B2

Reading B2

Spoken interaction B2

Writing B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

SQL (MySQL) | Data Gathering, Data Processing, Data Visualization, Data Analysis | Data Pipeline Automation | Basic knowledge of Unix Shell, PySpark, Hadoop, Airflow, Docker, SQL | Data Analysis & Statistics | Amazon Web Services: EC2, S3, CloudFront, Redshift, SQS, Route 53 | aws ec2 | AWS EMR | AWS CloudFormation | AWS Autoscaling | AWS Lambda

DRIVING LICENCE

Driving Licence: B1

Driving Licence: B

JOB-RELATED SKILLS

Skills

- **Cloud Computing:** Proficient in AWS services (EC2, S3, EMR, Lambda, CloudFormation) for scalable infrastructure management and automated deployments.
- **Version Control:** Experienced with Git for managing code repositories, ensuring version control best practices, and automating workflows.
- **CI/CD Pipelines:** Skilled in setting up continuous integration and deployment (CI/CD) pipelines using CircleCI, automating testing, linting, and production deployments.
- **Database Management:** Proficient in managing and querying databases such as MySQL, MongoDB, and BigQuery for large-scale data processing and analysis.
- **Machine Learning Operations (MLOps):** Experience in model validation, versioning, and monitoring using MLFlow, ensuring robust and reliable model deployments.
- **API Integrations:** Familiar with integrating external services like Google APIs (Google Sheets), Slack, and AWS services for automated workflows and enhanced collaboration.
- **Data Engineering:** Expertise in data pipeline development using Python, PySpark, and AWS Athena for large-scale data collection and transformation.
- **Statistical Analysis:** Strong knowledge of statistical modeling and probability distributions for real-time bidding and financial optimization.
- **Automation Tools:** Skilled in automating routine tasks and workflows using custom scripts, reducing manual effort and improving operational efficiency.
- **Environment Management:** Proficient in managing Conda environments for consistent and reproducible machine learning setups.
- **Testing & Debugging:** Strong experience with pytest for automated testing and troubleshooting of machine learning workflows and data processing pipelines.
- **Communication & Collaboration:** Expertise in integrating Slack and other tools for real-time communication and performance monitoring within teams.

Link <https://natanans.github.io/portfolio/>