

Abdullah Al Mamun

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Visa status: Green Card

[Linkedin.com/in/newAbdullah](https://www.linkedin.com/in/newAbdullah)

<https://pwaAbdullah.github.io>

Google Scholar

SKILLS

- GenAI, LLM, Llama, Hugging face, Fine-tuning, Transformer, Python, TensorFlow, PyTorch, Apache Spark, Kafka, Hive, CV, C/C++, SQL, Linux, Recommendation System, Ads Ranking, Model deployment, Feature Engineering, Problem Solving, Big Data, Cloud Computing, A/B testing, CI/CD, Git

EXPERIENCES

- **Meta** Menlo Park, CA, USA
Machine Learning Engineer 05/2022–Current
 - LLM in Ads creation processes leading to a 0.06% incremental revenue growth (~\$1.1B).
 - * Implemented Meta's largest open-source large language model (Llama3) into the ads creation flow, significantly reducing advertisers' time and simplifying the process. Leveraging suggested text and creatives generated by LLM, observed a notable 13% increase in ad click-through and conversion rates.
 - Drove a 0.17% incremental revenue growth (~\$4.6B) by enhancing Personalized Ads Recommendation.
 - * Implemented an innovative solution to fix miscalibrations in ad ranking through the creation of automated custom audience (AutoCA) clusters. Leveraging targeting relaxations technology, AutoCA efficiently captures user and Ad interactions that improve model prediction significantly.
 - * Led e2e integration of a specialized arm (gated module) into major Multi-Tasks Multi-Label (MTML) and Multi-Input Multi-Output (MIMO) ads ranking models. This enhancement specifically tailored model predictions for segment-specific ads like e-com/shop ads, resulting in more accurate targeting and higher conversion rates.
 - * Utilized tech stack comprising Python, PyTorch, Hive, GPU, and SQL to execute these projects.
- **Florida International University** Miami, FL, USA
Graduate Research Assistant (ML Expert) 09/2018–04/2022
 - End-to-end development of an interpretable deep learning models for early cancer detection and drug recommendation.
- **King Fahd University of Petroleum & Minerals** Saudi Arabia
SWE (Part-time) 01/2015–12/2016
 - Implemented LSTM-based sentiment analysis tool to analyze customer feedback with 98% accuracy.
- **Softwindtech Ltd.** Bangladesh
SWE 07/2012–07/2014
 - Design and developed 10+ scalable and highly available web applications.
 - Collaborated with other engineers to identify and alleviate several bugs and errors in different software.

EDUCATIONS

- **Florida International University** Miami, FL
PhD in Computer Science 08/2018–04/2022
- **King Fahd University of Petroleum & Minerals** Saudi Arabia
Masters in Computer Engineering
- **Dhaka University of Engineering and Technology** Bangladesh
Bachelor in Computer Science and Engineering

CERTIFICATIONS

- **Google:** End-to-End Machine Learning with TensorFlow on Google Cloud Platform (Issued: March, 2020)
- **University of Illinois Urbana-Champaign:** Cloud Computing Concepts: Part 1 & 2 (Issued: April 2015)

AWARDS RECEIVED

- **Champion:** 2nd GCC Robotics Challenge at Qatar, 2017. Organized by IEEE and IET
- **Conference Travel Fellowships:** 10th ACM BCB, NY, USA, 2019; IEEE BIBM; San Diego, USA, 2019, 2020 (remote)