

# Subhan Saleem

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## Summary

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Data Engineer & AI Automation Specialist with 2+ years of experience in building data pipelines, GPT-integrated workflows, and analytics solutions. Skilled in Python, SQL, and automation platforms (Make.com, n8n) with expertise in ETL, API integration, and unstructured data processing. Experienced in developing dashboards in Looker Studio and custom-coded solutions to deliver actionable insights. Passionate about creating scalable data architectures and AI-driven analytics for real-world impact.

## Experience

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### Digitorm | Software Engineer - Data

June' 23 - Current

#### Unified Marketing Dashboard (SyncDash)

- Developed a comprehensive SaaS solution that brings together major ecommerce and marketing platforms like Meta Ads, Google Ads, Shopify, and Klaviyo under one dashboard. Users can view metrics, generate reports, and get data-driven recommendations all in one place.
- Tech Stack: MERN Stack, Third-party APIs (Meta, Google, Shopify, Klaviyo)

#### Dashboards & Insights for eCommerce Performance

- Developed interactive dashboards in Looker Studio and Power BI for multiple eCommerce brands, integrating advertising and store data to provide clear performance insights. Designed visualizations to track ad spend efficiency, sales trends, and customer behavior while highlighting underperforming areas and growth opportunities. Helped stakeholders identify actionable strategies to optimize ads, improve store performance, and increase overall sales.

#### AI-Powered Ad Management Platform (Adcom.io)

- Built a SaaS platform that helps marketers boost ad performance through automated comment management and generates high-converting ad angles from real customer feedback. The system analyzes audience comments to create better ad strategies automatically.
- Tech Stack: Node.js, React, Express, MongoDB, OpenAI API, Meta Graph API, Apache Airflow

### **Shopify Data API Service**

- Created a secure REST API that fetches and processes Shopify store data. Built token-based authentication system where users generate access tokens with their credentials before hitting endpoints. Makes Shopify data easily accessible for other applications.
- Tech Stack: Flask, Shopify API, Token Authentication, Vercel

### **Data Integration & ETL Development**

- Built and managed ETL pipelines for extracting, transforming, and loading data from various sources. Handled multiple API integrations, processed API responses, and ensured smooth data flow into target databases while maintaining data integrity.

### **Database Architecture & Subscription Management**

- Built and Managed Data Systems: Created the database architecture for a SaaS application, focusing on organizing and managing data effectively. Integrated Stripe and other APIs to handle subscription management, ensuring smooth payment processing and accurate data tracking for subscription-based services.

### **GALAG Studio | Co-Founder & Creative Director**

*Feb' 20 - Current*

Lead and guide design and marketing teams, develop creative ideas, make key management decisions, and oversee team leadership to drive project success.

### **Supersoft Corporation | Django Developer Intern**

*Aug' 21 - Sep' 21*

Developed and enhanced web applications using Django, collaborated with a team, and gained hands-on experience in backend development and API integration.

## **Skills**

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Python, Node JS, Looker Studio, Power BI , REST API, MongoDB, FastAPI, ETL, Data Pipelines, SQL, NoSQL, API Integration, RAG, LLM, Data Mining, Data Scraping, Data Processing, Feature Engineering, Selenium, AWS, GCP, Google Apps Script, No-Code Low-Code (n8n, [make.com](#), sharetribe), JSON, Snowflake, Airflow.

## **Education**

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### **FAST - National University of Computer and Emerging Sciences**

Bachelor of Computer Science | May 2023