

RONNIE JOSHUA

PERSONAL INFORMATION

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AREA OF INTEREST

Data Driven Digital Marketing, Web Analytics, Growth Hacking, Conversion Optimization, Lead Generation, Demand Generation, Attribution Modelling, Marketing Mix Modelling, Data Analysis and Reporting, Technical Marketing

WORK EXPERIENCE

<i>06/2019– Present</i>	Data Developer/Junior Data Engineer, TEL AVIV
abaGada Internet Ltd.	abaGada is a leading Performance Marketing agency and part of the global Dentsu Aegis Network. abaGada manages high scale global multi-dimensional marketing activities for high profile, big brands. Major Clientele: Google and Waze Scripted extensive and robust data pipelines in Python 3 to carry out both ETL and ELT. Wrote various Advertising API Data to Big Query Connector using Python. Platforms Include: LinkedIn, Twitter, Outbrain, Snapchat, Microsoft Ads, Liftoff, Display - Video 360 and Taboola Technology Stack: Google Cloud Platform(GCP) – Extensively worked on Big Query, Cloud Storage, Compute Engine, App Engine, Cloud Functions, Cloud Scheduler, Cloud Source Repositories, Dataflow and Google Maps API – Comfortable working in a Linux based environment – Leveraging Apache Beam and Apache Airflow for creating and maintaining data pipelines Scripting Languages: Python, Javascript, SQL, Google Apps Script(Google Sheets) and Shell Scripting
<i>Previous Experience</i>	Click here to see previous Experience
<i>Certifications</i>	Click here to see Certifications

EDUCATION

<i>2004-2006</i>	Department of Economics, Gujarat University
Masters of Arts	GPA: 8.0 · <i>First Class Honours</i> · School: Faculty of Social Sciences

COMPUTER SKILLS

<i>Basic</i>	R PROGRAMMING
<i>Intermediate</i>	SQL, JAVASCRIPT
<i>Advanced</i>	PYTHON

November 20, 2019