

# Roey Zalta

## Machine Learning & LLM Developer

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### Summary:

ML & LLM developer with 2 years of experience in developing and deploying ML models and frameworks in production. Specialized in leveraging large language models (LLMs) for real-time analysis and retrieval-augmented generation (RAG) solutions.

### Skills & Tools Experience:

- **Python Expertise:** 2+ years of experience with Python, including Pandas, NumPy, Matplotlib, Scikit-Learn
- **Large Language Models (LLMs):** Practical experience in production with Langchain, OpenAI/Anthropic APIs, and other services.
- **Cloud Technologies:** Extensive experience with AWS & Google Cloud platforms.
- **MLOps Tools:** MLOps practices, including CI/CD pipelines, Mlflow and Docker & Kubernetes.
- **SQL:** Advanced knowledge of BigQuery, MySQL, PLSQL.
- **Machine Learning:** Proficient in building and fine-tuning models for classification, regression, and clustering for real-time applications.
- **BI Tools:** Proficient in Tableau, Microsoft Power BI, Looker and Amazon Quicksight.

### Work Experience:

#### Machine Learning Developer & Risk Analysis - Rise 2023 - Present

- Developed a search keywords classifier using DistilBERT with Keras & TensorFlow, resulting in a 26% improvement in traffic quality. Implemented the solution with AWS Lambda & Vertex AI (Kubeflow Pipeline).
- Integrated LLMs with AWS Bedrock, specifically using Claude 3 Haiku, and included LangChain to ensure consistent results in categorizing keywords into relevant categories, enhancing the accuracy of keyword categorization.
- Developed the Traffic Validation System (TVS) by combining external and internal tools in collaboration with R&D, detecting and informing businesses of real-time changes in traffic volumes and quality using sophisticated methods. decreased Bing traffic fraudulent incidents by 30%.

#### Grow Data Analyst – Partner Communications Company 2022 - 2023

- Develop and run A/B tests, using SciPy library to determine the impact of marketing activities and provide valuable insights.
- Collaborate with R&D to develop Partner's next best offer system (NBO) for personalized recommendation models for the telemarketing department.
- utilize and apply machine learning algorithms for customers segmentation models using classification and regression algorithms.

#### Digital Marketing Analyst– Limann 2021 - 2022

- Analyze and optimize performance campaigns on Google AdWords, Facebook, LinkedIn, Bing, TikTok.
- Plan digital strategies based on A/B tests and key business metrics.

### Education & Certificates

- AWS Cloud Partitioner Certificate | Amazon
- Machine learning in production | Coursera
- Master Apache Airflow | Udemy
- LangChain & Vector Databases in Production | Active Loop
- MLOps - Machine Learning Models to Production | NAYA-College, MLOps
- Practical Data Science| Naya College, Data Science

**Personal Extra Benefits** - Developed innovative personal projects utilizing AWS Bedrock, OpenAI API, batch processing, and API calls (with the ability to create API endpoints), creating advanced LLM agents with RAG.