

Roey Zalta

Machine Learning & LLM Engineer

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Kfar Saba, Israel

Summary:

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

Skills:

- **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 LLM services.
- **Machine Learning:** Proficient in building and fine-tuning models for classification, regression, and clustering for real-time applications.
- **Cloud Technologies:** Extensive experience with AWS & Google Cloud platforms.
- **SQL:** Advanced knowledge of BigQuery, MySQL, PLSQL.
- **BI Tools:** Proficient in Tableau, Microsoft Power BI, Looker, Amazon Quicksight.
- **MLOps Tools:** Familiar with MLOps practices, including CI/CD pipelines, Mlflow and Docker.

Work Experience:

Machine Learning & Fraud Analyst - Rise, Tel Aviv District, Israel 2023 - Present

- Developed a search keywords classifier using DistilBERT with Keras and 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.
- Investigated event flow time series to detect fraudulent and problematic flow series, enhancing Bing traffic quality score by 30%.

Grow Data Analyst – Partner Communications Company – Rosh Haayin 2022 - 2023

- Created a model for Partner TV that optimized business department deals for purchasing content and channels, leading to improved customer stickiness and reduced churn.
- Collaborated closely with data science and BI development teams to develop a sentiment analysis model for customer calls with telemarketing, enhancing customer service strategies.
- Designed and implemented automated ETL processes to streamline data flow for analytics purposes.

Certificates

- AWS Cloud Partitioner Certificate
- The power of statistics – Coursera
- Master Apache Airflow - Udemy
- LangChain & Vector Databases in Production - Active Loop
- Machine learning in production– Coursera
- Data science foundations – Great Learning

Education

- Mastering MLOps & Devops - Machine Learning Models to Production | NAYA-College, MLOps - 2024
- Practical Machine Learning | Naya College, Data Science - 2023
- Data Analysis | New Media College - SQL, Python & Tableau - 2022