Shriyansh Singh

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SUMMARY

Empathetic and creative Machine Learning Engineer dedicated to crafting advanced ad targeting models. Expert at transforming data into strategic insights while championing teamwork and innovation

PROFESSIONAL EXPERIENCE

Machine Learning Engineer Intern *Apr 2024 – Present*
Hyphenova AI *Los Angeles, CA*

- Developed ad targeting models using Sparse Logistic Regression and Deep & Wide architectures in TensorFlow, enhancing ad relevance by 20% and click-through rates by 15%
- Implemented convolutional and DSSM-based deep learning models to analyze user search queries, elevating conversion predictions by 18%
- Constructed scalable data pipelines with Apache Spark and Kafka to process multi-terabyte logs in near-real time, reducing latency by 30%
- Integrated model deployment with Docker, Kubernetes, and CI/CD pipelines on AWS, achieving automated updates and a 25% boost in system stability
- Partnered with product and business teams to tailor ML strategies to advertiser objectives, optimizing ad performance ROI

Machine Learning Engineer Intern *Feb 2023 – May 2024*
Enterprise Business Technologies Pvt. Ltd *Mumbai, India*

- Engineered ensemble models (Gradient Boosting, Random Forest) for ad click prediction, improving AUC scores by 16% and validating targeting strategies
- Optimized feature extraction from large-scale sparse datasets using custom Python and SQL routines, reducing manual preprocessing by 50%
- Designed and executed A/B experiments to refine ad ranking algorithms, resulting in a 12% uplift in merchant conversion
- Automated model monitoring and feedback loops with Docker and Kubernetes, streamlining performance tracking and reducing error margins by 10%
- Collaborated with cross-functional teams to integrate user behavior analytics into ad targeting pipelines, driving improved ROI and user engagement

EDUCATION

Indiana University Bloomington Aug 2023 – May 2025
Master of Science in Data Science *Indiana, United States*

- Relevant Coursework: Data Visualization, Big Data Applications, Cloud Computing, Graph Analytics, Applied ML, Deep Learning, Computer Vision, Statistics

University of Mumbai Aug 2018 – May 2022
Bachelor of Engineering in Electronics *Maharashtra, India*

TECHNICAL SKILLS

Programming Languages: Python, C++, Shell, SQL
ML Frameworks: TensorFlow, PyTorch, MXNet, Scikit-learn, Keras, XGBoost
Algorithms: Sparse LR, DFFM, Deep & Wide, DSSM
Big Data & Pipelines: Apache Spark, Kafka, Hadoop, Azure Data Factory
Cloud Platforms: AWS (S3, EC2, SageMaker), Azure, GCP (BigQuery)
DevOps & Tools: Docker, Kubernetes, Terraform, CI/CD, Git, GitHub
Databases: PostgreSQL, MySQL, MongoDB, SQL Server
Visualization: Tableau, Power BI

PROJECTS

Dynamic Ad Ranking Optimization System | *Python, TensorFlow, DSSM, Deep & Wide* *Nov 2023 – Feb 2024*

- Formulated a dynamic ad ranking model combining DSSM and Deep & Wide networks, increasing relevance scores by 22% and CTR by 15%
- Integrated advanced sparse data techniques to capture user intent, yielding a 10% rise in conversion rates
- Deployed the model with automated retraining pipelines, ensuring consistent performance and scalability on AWS

Custom Audience Segmentation & Lookalike Modeling | *Python, MXNet, SQL, Tableau* *Jul 2023 – Oct 2023*

- Developed a segmentation engine leveraging transfer learning and MXNet to identify custom audiences, improving targeting precision by 18%
- Built a lookalike modeling pipeline using advanced clustering and deep embedding techniques to expand high-value user groups