SIRA SASITORN

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Technologist with a background in **data engineering**, **analytics**, and **applied AI**, currently leading a creative agency that bridges technology and creativity to unlock potential. Experienced in applying AI and data engineering to improve operations, increase efficiency, and deliver client-facing solutions. Help clients clarify problems and opportunities, then design AI and analytics solutions that turn ideas into practical results.

PROFESSIONAL EXPERIENCES

Managing Director / AI & Data Engineering Lead
Turfmapp, Thailand
JUL 2023 – Present
- Lead a 20-person cross-functional group while remaining hands-on in system architecture, pipeline oversight, and technical strategy alignment with business goals.
- Build and direct technical teams to deliver AI data pipelines (RAG, agentic systems, LLM fine-tuning) and internal tools, achieving a 30% improvement in operational performance, including faster pipeline runs and reduced manual effort.
- Led the development of client-facing websites that applied analytics and conversion tracking to support campaign promotion and sales conversion.
- Orchestrate the integration of AI-powered tools into marketing and analytics workflows (e.g., campaign execution and performance reporting), resulting in a 70% faster operations turnaround with fewer errors.
- Design and build analytics workflows for market research, ad targeting, SEO, and performance reporting using Python, web scraping, and marketing analytics tools, with results delivered via Tableau and custom dashboards.

Data Analytics Engineer
Arity, Chicago
JAN 2020 – JUL 2023
- Built and optimized Spark-based data pipelines on AWS (S3, EMR) for both batch and streaming data (Kafka, Flink, NiFi), processing over 100M records daily.
- Collaborated with Data Scientists to integrate models into production code and feature pipelines, ensuring reliable data delivery and model performance.
- Implemented automated data governance by building pipelines to remove PII data, ensuring compliance with CCPA and HIPAA regulations and reducing risk of non-compliance.
- Developed and maintained KPI dashboards with data quality alerts using Tableau and custom Python dashboards, enabling stakeholders to monitor performance and identify anomalies in real time.

Business Analytics Senior Consultant
Arity, Chicago
JAN 2017 – JAN 2020
- Designed and delivered dashboards and reports integrating data from HDFS, Oracle, and AWS, using Tableau, SQL, and custom Python dashboards.
- Partnered with cross-functional teams to deliver data in required formats, ensuring accuracy and consistency across multiple systems.
- Led data quality control and balancing initiatives, delivering weekly reports to senior leadership and data science teams using Tableau and Python to surface issues and drive timely corrections with engineering teams.

Earlier Roles
- Information Analyst Senior Consultant, Allstate Corp (2015–2017)
- Service Engineer Consultant, Allstate Corp (2014–2015)
- Product Analyst, Allstate NE Corp (2013-2014)
- Information Analyst, Allstate Corp (2012–2013)
- Business Analyst Intern, McDonald's Corp (2011–2011)

EDUCATION

Bachelor of Science in Operations & Information Management
Northern Illinois University
August 2008 - May 2012, DeKalb, IL
Major & Minor Emphasis: Information Systems & Computer Science

SKILLS & PROFICIENCIES

AI & Machine Learning
- LLM model fine-tuning, Retrieval-Augmented Generation (RAG), AI agent system design, prompt engineering

Data Engineering & Big Data
- Python**,** Scala, Spark (batch + streaming), Kafka, Flink, NiFi, Airflow
- AWS (S3, EMR), Hadoop
- Data governance and quality (PII removal, CCPA/HIPAA compliance)

Business Analytics
- SQL, PostgreSQL, Tableau, Jupyter Notebooks
- Custom dashboards, data profiling, reporting automation,

DevOps, Tools & Orchestration
- Git, Jenkins, Shell scripting, Postman
- Workflow orchestration and pipeline monitoring
- Docker (containerization)

Creative & Applied Technology
- Photography & videography for media production
- Web design with AI-assisted workflows
- Social media analytics, ad targeting, campaign design
- Event and experiential design coordination

Leadership & Management
Project management, stakeholder engagement, cross-functional team leadership, strategic planning

LANGUAGES

- American English (Native)
- Thai (Native)