# Michael F Vertuli

## Software Engineer

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in vertuli    ⌨ vertuli

## Experience

### Datasembly
**Software Engineer**

November 2020 - Present
**(6 Months)**

- Developing new web and mobile scrapers to collect store and product listing data from major grocers and retailers, while standardizing existing scrapers to better enable test-driven development and faster debugging.
- Deeply diving into a diverse range of mobile and web architectures, utilizing extensive proxy systems, reverse engineering, headless browsing, etc.

### Factual
**Software Engineer**

March 2019 - April 2020
**(1 Year, 1 Month)**

- Architected, implemented, deployed, and maintained large scale Spark pipelines and machine learning models to generate core data products and predict audience demographics and customer segments.
- Released investigations of our data using Jupyter notebooks and Django dashboards.

### Newton China
**Founder and CEO**

July 2011 - August 2016
**(5 Years, 2 Months)**

- Founded a Shanghai-based education consultancy and led a team of counselors, marketers, and account managers serving Shanghai's top students studying abroad.
- Provided long-term, holistic, and honest academic planning and guidance.

## Education

### Pennsylvania State University

2006 - 2008

*B.S., Physics*

## Skills

**Toolbelt**

Scala · Python · SQL · Spark · Snowflake · Airflow · Hive · Postgres · AWS · DynamoDB · GCP · BigQuery · Snowflake · Play · Django · spark.ml