


# Michael F Vertuli

Software Engineer



 <https://vertuli.com>

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## Experience

### Factual

Software Engineer

March 2019 - April 2020

(1 Year, 1 Month)

- Architected, implemented, deployed, and maintained large scale Spark pipelines in Scala responsible for generating our core data products.
- Built dashboards with Django in Python for exploring pipeline outputs and monitoring data quality.
- Designed and deployed machine learning models to predict audience demographics and augment customer segments.
- Investigated data sources and our data products, regularly releasing Jupyter notebook reports to help management.
- Volunteered with recruitment efforts and engineering mentoring program.

### Newton China

Founder and CEO

July 2011 - August 2016

(5 Years, 2 Months)

- Founded a Shanghai-based education consultancy and lead a team of counselors, marketers, and account managers serving Shanghai's top students aiming to study abroad in the U.S.
- Quickly pivoted from providing test preparation to fill a niche demand for long-term, holistic, and honest academic planning and guidance beyond test scores.
- Developed data scraping tools to collect and process public application profiles and admissions data into Salesforce, helping inform our staff and track student metrics.

## Education

### Pennsylvania State University

B.S., Physics

2006 - 2008

## Skills

### Languages and Tools

Scala

Python

SQL

Spark

AWS

Hive

Airflow

spark.ml

scikit-learn

Django

DynamoDB