

# FIDA FAREED

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## WORK EXPERIENCE

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### DMG Media

London, England

Senior Data Engineer

Apr 2024 - Present

- Spearheaded the migration from Google Analytics UA 360 to Google Analytics 4, ensuring seamless data integration and enhanced system efficiency
- Automated the custom event data import process in GA4 using Databricks, resulting in a 47% increase in operational efficiency
- Developed and deployed monitoring dashboards for real-time tracking of key performance metrics, improving visibility and reducing incident response time by 30%
- Designed, orchestrated, and automated complex ETL pipelines to ingest data from various social media platforms, enhancing real-time user engagement tracking and decreasing manual data management efforts by 85%
- Collaborated with stakeholders to provide data-driven insights and worked on revising retention policies for subscription-based users on Mail+ platform, leading to a 15% improvement in targeted advertising strategies

### Reach Plc

London, England

Senior Data Engineer

Jul 2022 – Apr 2024

- Engineered and established advanced data pipelines using AWS CDK and CloudFormation, significantly enhancing data ingestion efficiency and process automation
- Orchestrated formal data ingestion from diverse streams and third-party entities like Conviva, Airship, and Selligent, leveraging AWS Lambda, EventBridge, S3, and Glue for optimized data integration and management
- Deployed Grafana for advanced data visualization, leveraging AWS CloudWatch metrics to monitor system performance, resulting in a 40% reduction in response time and enhanced project oversight

### Saffron Housing Trust

Norwich, England

Senior Applications Analyst

Oct 2021 – Jun 2022

- Successfully migrated and transformed data from legacy systems to Dynamics 365 Human Resources and Finance & Operations, ensuring seamless data integration and system efficiency
- Oversaw and enhanced Dynamics 365 applications, focusing on system performance and user adoption, ensuring optimal functionality and user engagement
- Conducted comprehensive data analysis using Azure Cloud dashboards, deriving actionable insights and supporting strategic decision-making processes

### Lowe's

Bangalore, India

Software Engineer

Jul 2018 – Sep 2020

- Conceived and implemented a cloud-based solution for Email Transactions to mitigate shipment delays due to Covid-19, resulting in a 30% increase in revenue
- Enabled faster order tracking using Narvar, significantly boosting customer experience by 75%
- Successfully re-platformed and relaunched lowes.ca, markedly enhancing user experience and website functionality, leading to improved customer engagement

### Amazon

Bangalore, India

Intern

Jan 2018 – July 2018

- Built a recommendation system using a machine learning algorithm based on product preferences made by users and personalized them.

## EDUCATION

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### University of Warwick

Coventry, England

Master of Science (M.Sc.) in Data Analytics

Sep 2020 – Oct 2021

- Thesis: "Brain Mechanisms for Invariant Object Recognition to assess the biological plausibility of VisNet (1-3)"

### BMS College of Engineering

Bangalore, India

Bachelor of Engineering (B.E.) in Computer Science

Sep 2014 – Jun 2018

- Thesis: "Enhanced Customer Review Analysis using Opinion Mining and Sentiment Analysis"

## SKILLS & ACTIVITIES

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**Technical Skills:** AWS, Microsoft Azure Cloud Services, Microsoft Dynamics 365, Python, R, SQL, HTML, CSS, ETL, Google Cloud Platform, Databricks

**Languages:** English (C2), Hindi (C2), Urdu (C2), Kannada (B2)