# AMRITA SHARMA

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## SUMMARY

A Software Engineer with 5 years of experience in software development, data engineering, and machine learning. Achievements include helping Samsung develop big data pipelines to increase Ad revenues. Measure TV platform engagement and service performance using machine learning and data analytics; Actively seeking full-time opportunities for software, data science and machine learning engineering roles.

## PUBLICATION

Co-author of a research paper titled "Predicting Investor Success Using Graph Theory and Machine Learning" in Journal of Investment Management Vol. 17, No. 1 (mentored by Credit Suisse Labs)

## SKILLS & COMPETENCIES

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|---|---|
| **Machine Learning:** | Supervised, Unsupervised, Semi-supervised, NLP |
| **BI Reporting Tools:** | Microsoft SSRS, Tableau, Apache Superset, MS Excel |
| **Languages** | Python, SQL, R |
| **Big Data Tools and Platforms:** | Hadoop, Spark, MapReduce, Amazon EMR, Apache Airflow |
| **Databases/Tools:** | MySQL, Redshift, AWS Athena, MongoDB |
| **Cloud Platforms:** | Amazon Web Services (AWS), Databricks |
| **VCS/IDE Tools:** | Git, PyCharm, Anaconda, Jupyter Notebook, Visual Studio Code |
| **ML Tools & Packages:** | AWS SageMaker, NumPy, Pandas, Scikit-Learn, PyTorch, Keras |
| **Certifications** | Data Engineering, Machine Learning Engineer – Udacity, Introduction to R, Cleaning Data in R, Intermediate R – Data Camp |

## PROFESSIONAL EXPERIENCE

**Samsung Research America, CA, USA**                                                        *Mar 2019 – Feb 2020*
*Senior Software Engineer*
- Built text classification model to predict voice utterance into Media vs Non-Media labels. Used NLP for feature engineering and classification models such as SVM, Naive Bayes, Logistic Regression and Feed forward neural networks.
- Developed feature engineering scripts using Spark for advanced TV targeting using Machine Learning
- Analyzed TV platform engagement using funnel analysis and build Sankey charts for churn measurement.
- Performed end-to-end testing of BI tool - Apache Superset setup/configurations with AWS Athena
- Build data pipelines in S3 using Spark to process 50 TB of data resulting into a 10% increase in TV sales
- Analyzed TV service logs and developed data extraction scripts for device profile matching
- Created big data pipelines for weekly and monthly TV service usage reports for insights extraction
- Monitored and improved the performances of existing ETL pipelines for marketing purposes
- Performed end-to-end Databricks shards testing for ensuring Data Privacy and Protection
- Anonymized consumer data for advanced analytics projects for platform engagement and personalization
- Worked with cross-functional teams to structure problems, identify appropriate data sources, and extract data to develop data pipelines for advanced analytical solutions to increase TV platform engagement

**Kloud Data Labs, Mumbai, India**                                                              *Feb 2014 – Oct 2015*
*Senior Executive – Sales/Account Manager*
- Implemented sales strategies based on customer data and market intelligence to achieve revenue targets
- Closed sales of $0.3M in 2015 for SAP technologies from named large account in the western region of India

**Accenture, Mumbai, India**                                                                    *Dec 2009 – Jun 2012*
*Software Engineer*
- Optimized data models using SQL query tuning for financial billing, project management and HR reports to improve performance time by 30%
- Developed and maintained C# .NET Applications for HR and library management system for the client
- Fixed C# .NET applications incident bugs to increase performance time by 15%
- Performed root cause analysis for critical SLA tickets using IBM ticket management tool

## EDUCATION

**Santa Clara University, Santa Clara, California**                                        *Sep 2017 – Dec 2018*
*MS in Business Analytics*

**Welingkar Institute of Management, Mumbai, India**                               *Jun 2012 – May 2014*
*Post–Graduate Diploma in Management (Business Design)*

**Ramrao Adik Institute of Technology, University of Mumbai, India**            *Aug 2005 – July 2009*
*Bachelor of Engineering, Information Technology*