

Deniz Siddiqui

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Where I've Been

Data Engineer — Verdant Agritech

Sep 2011 - Sep 2012

- Consolidated clickstream ingestion across four regions.
- Consolidated the customer 360 warehouse model, eliminating the most frequent cause of on-call pages.
- Decommissioned the inventory reconciliation job, cutting nightly run time from 6 hours to 40 minutes.
- Rebuilt ingestion for 40+ third-party marketing sources.

BI Developer — Abbott & Reyes

Aug 2012 - Aug 2015

- Designed the nightly billing reconciliation pipeline, raising freshness SLA compliance from 82% to 99%.
- Instrumented the churn feature pipeline serving the ML team.

Senior Data Engineer — Harbourpoint Freight

Apr 2015 - Apr 2017

- Instrumented ingestion for 40+ third-party marketing sources, eliminating the most frequent cause of on-call pages.
- Migrated streaming event capture for the mobile app, unblocking self-serve reporting for 200+ internal users.
- Instrumented the nightly billing reconciliation pipeline, raising freshness SLA compliance from 82% to 99%.
- Decommissioned the customer 360 warehouse model.
- Worked with on-call rotation across the team.

Senior Data Engineer — Marrow & Finch

Jun 2017 - Jun 2018

- Instrumented ingestion for 40+ third-party marketing sources, cutting nightly run time from 6 hours to 40 minutes.
- Owned clickstream ingestion across four regions, cutting nightly run time from 6 hours to 40 minutes.
- Built the finance data mart used for statutory reporting, removing a manual month-end process that took two analysts three days.
- Decommissioned the churn feature pipeline serving the ML team, raising freshness SLA compliance from 82% to 99%.

Data Warehouse Engineer — Vantara Telecom

Sep 2018 - Present

- Rebuilt the churn feature pipeline serving the ML team.
- Rebuilt the inventory reconciliation job.

SKILLS

Python, Redshift, Spark, Airbyte, Databricks

EDUCATION

Diploma in Software Engineering, Eastgate University (2014)