

Aoife Demir

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Where I've Been

Analytics Engineer — Vantara Telecom

Jan 2021 - Jan 2024

- Consolidated ingestion for 40+ third-party marketing sources, removing a manual month-end process that took two analysts three days.
- Designed the customer 360 warehouse model.

Senior Data Engineer — Bramble Analytics

Dec 2024 - Dec 2028

- Rebuilt streaming event capture for the mobile app, removing a manual month-end process that took two analysts three days.
- Migrated ingestion for 40+ third-party marketing sources, unblocking self-serve reporting for 200+ internal users.
- Built the customer 360 warehouse model, removing a manual month-end process that took two analysts three days.
- Consolidated the churn feature pipeline serving the ML team, reducing warehouse spend by roughly a third.

BI Developer — Bramble Analytics

Oct 2028 - Present

- Designed the churn feature pipeline serving the ML team, unblocking self-serve reporting for 200+ internal users.
- Built the nightly billing reconciliation pipeline.
- Built ingestion for 40+ third-party marketing sources, unblocking self-serve reporting for 200+ internal users.
- Rebuilt the customer 360 warehouse model.

SKILLS

Terraform, Redshift, Delta Lake

EDUCATION

Diploma in Software Engineering, Northern Institute of Technology (2018)