

SURANJIT BANIK

PROFESSIONAL SUMMARY

Detail-oriented data engineer designs, develops and maintains highly scalable, secure and reliable data structures. Accustomed to working closely with data architects, data scientists and data analysts to understand business or industry requirements to develop comprehensive data models and ETL pipelines. Proficient at developing database architectural strategies at the modeling, design, and implementation stages.

EDUCATION

University of Ottawa, Ottawa, ON
Master of Engineering, Computer Engineering, 01/2019

Visvesvaraya Technological University, Bengaluru, India
Bachelor of Engineering, Computer Science and Engineering, 01/2013

WORK HISTORY

DATA ENGINEER 08/2021 to Current
GroupM, Toronto, ON

- Databricks - PySpark on GCP, Apache Airflow (Google Cloud Composer), Python, SQL, BigQuery.
- Building Data Pipeline infrastructure on Google Cloud Platform, Azure and AWS
- API integration (REST) for Campaign management and performance controlling for different DSP i.e., TTD, Amazon Ads etc.
- GitHub, Jira, Confluence
- Increased and fine-tuned query performance and optimized database structures for faster, more accurate data retrieval and reporting by 60%.
- Generated detailed studies on potential third-party data handling solutions, verifying compliance with internal needs and stakeholder requirements.
- Designed compliance frameworks for multi-site data warehousing efforts to verify conformity with state and federal data security guidelines.

DATA ENGINEER 01/2021 to 07/2021
Clue, Toronto, ON

- Worked on Graph Data Models
- Process: ETL (Apache HOP for data ingestion), Data Modeling (Cypher Queries), AWS Services (S3, Athena, SageMaker, DataBrew)
- Implementing GraphDB (one place to answer all questions for digital marketers)
- Generated detailed studies on potential third-party data handling solutions, verifying compliance with internal needs and stakeholder requirements.
- Designed compliance frameworks for multi-site data warehousing efforts to verify conformity with state and federal data security guidelines.

DATA ANALYST 02/2020 to 12/2020**Clue**, Toronto, ON

- Worked on building, Azure's new analytics service to analyze media ads data and salesforce data ingestion for higher accuracy of parameters that matter before any campaign launches.
- Generated reports and obtained data to develop analytics on key performance and operational metrics.
- Securing data in Azure blob storage and pushing it to data warehouse for any advanced analytics. Reduced downtime to approx. 0% for real-time data analytics for customers.
- Created various Excel documents to assist with pulling metrics data and presenting information to stakeholders for concise explanations of best placement for needed resources.
- Produced monthly reports using advanced Excel spreadsheet functions.

DIGITAL ANALYST 05/2019 to 02/2020**Mindshare**, Toronto, ON

- Worked on AI-powered marketing intelligence which can make smarter decisions by connecting and acting on all marketing data, investments, and KPIs.
- Project worked on CPG clients Nestle, building entire Architecture on Datorama
- Ad verification: MOAT
- Programmatic: DV360, Amazon advertising: Facebook, Twitter, Snapchat, Pinterest, LinkedIn
- Search: Amazon, Google Ads, Bing Ads, Criteo, Search 360, Pacvue
- Analytics: Google Analytics
- Audience Planning: Salesforce Audience Studio (Krux), GA360
- Monitored web analytics KPIs daily, providing timely recommendations for adjustments to maximize campaign success.
- Ensured accurate tracking implementations across various platforms using tag management systems.

SKILLS

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| • Data Warehousing | • Big Data Processing | • Data Integration |
| • Scripting Languages | • Team Collaboration | • Data Pipeline Design |
| • Performance Tuning | • Data Curating | • Cloud Computing |
| • ETL Development | • Problem Solving | • Data Modeling |
| • Agile Methodologies | • Critical Thinking | • Python, SQL |