

ABHISHEK SINGH

Senior Software Engineer

Pune, Maharashtra | +91-855-2896-230 | 2507abhishek@gmail.com | [Linkedin](#)

WORK EXPERIENCE:

ZS Associates - ZAIDYN Product Line

Senior Software Engineer | 12/2023 - Present

- Revamped Machine Learning based Omni-Channel Marketing Module (NBA - Next Best Action) which resulted in a 15% sales upliftment for major Pharma giants like Pfizer, Merck, Biogen etc.
- 50% cost reduction in ETL Big Data Pipeline Execution across availability zones.
- Transformed Field-Suggestion delivery to Veeva which resulted in 20% cost reduction and 10% quality upliftment for Medical Representatives insights and actions through product pipelines.
- Ideated across teams (Data Science/ UX/ Architecture) and built Orchestration Engine (A Full Stack .NET and Angular application) to facilitate a UI for setting up the Big Data ETL Engines on AWS EMR to decrease ML-ETL pipeline configurational time by 50%.

Software Engineer | 07/2021 - 12/2023

- Implemented NBA for Pfizer during Covid-19 and was awarded project champion award for best NBE implementation from Pfizer CO to help them beat overall benchmark metrics sales by 8%.
- Proposed critical feature for integrating Adobe Marketing Campaign and SFMC (Salesforce Marketing Cloud) in ZAIDYN Product suite to deliver B2C Omni-Channel Marketing Campaigns.

Software Engineer - Intern | 02/2021 - 06/2021

- Operated as Big Data ETL Engineer with specialisation in Spark-Scala on Hadoop framework.
- Created Multiple ML backed pipelines using TensorFlow and PyTorch. Inception Release of Algorithm Exchange (ML Platform-as-a-service product) for major pharmaceutical clients.

TATA Steels

System Engineer - Intern | 05/2019 - 06/2019

- Minimised manual process of maintaining ABB and Siemens PLC (Programmable Logic Controllers) through python automation decreasing manual overhead by 30%.

AWARDS AND HONORS

Professional Awards

ZS Project Champions Award by Pfizer CO | September 2021

- During Covid-19, implemented B2C Omni-channel marketing for Pfizer improving their sales upliftment.

Techloop Learning Initiative for ZAIDYN | January 2024

- Started a peer learning Initiative called. "Techloop" at ZAIDYN to onboard fellow Software Leads and Managers on Big Data ETL Tech stack.

Academic Hackathon Victories & Honours

- Winner at HackOverFlow 2018
- Winner at Innovator's Fest 2019
- Chancellor's Achievers' Award 2020
- Distinguished Machine Learning Speaker at PES Bangalore 2020

SKILLS:

- **Big Data Pipeline:** Spark, Scala, Hadoop, EMR, Athena, PySpark, Python
- **Machine Learning:** Python, TensorFlow, Keras, PyTorch, SageMaker, Natural Language processing, AI
- **FullStack Application:** Java, .Net, C++, C#, Javascript, HTML, Angular
- **Cloud Services:** AWS Services like CloudFormation, RDS, CloudWatch, Lambda, Application Load Balancer, ECS + Fargate, Docker, ECR, etc.
- **CI/CD:** Teamcity, BitBucket, Github, GitLab, Maven, JFrog,

EDUCATION:

2017 - 2021 | (VIT) - Vellore Institue Of Technology, Vellore

Bachelor of Technology - ECE | Grade: 8.80 CGPA

PROJECTS:

[ARIMA ML Model for Stock Market Prediction](#)

Exercise Tracker FullStack application in MERN Stack