OSMAN JANJUA

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Summary

Experienced Software Engineer with extensive expertise in designing and developing enterprise-level applications. Skilled in leveraging various technologies and frameworks to create cost-effective and efficient solutions.

Professional Experience

AI & Analytical Engineer   **09/2024 - Present**
WeTrackAds   **London, United Kingdom**

- Designed and automated ETL Pipelines (BigQuery, dbt, Airflow) to unify marketing data from Google Ads, Meta Ads, and TikTok Ads, improving data accuracy and reducing reporting latency.
- Developed machine learning models (Python, scikit-learn, XGBoost) to predict conversion likelihood and optimize audience targeting, leading to smarter ad spend allocation.
- Built ad spend optimization workflows using Google Ads & Meta APIs to automatically adjust bids, budgets, and targeting parameters, reducing manual intervention by >30%.
- Implemented real-time anomaly detection for KPIs (CTR, CPC, ROI) with Python & Airflow, triggering automated alerts via Slack to ensure rapid response to underperforming campaigns.
- Partnered with marketing strategists to run automated A/B testing pipelines (Vertex AI, BigQuery ML), cutting experiment cycle time and accelerating data-driven decision making.

Software Developer   **01/2021 - Present**
First AbuDhabi Bank   **Riyadh, Saudi Arabia**

- Built a CRUD API for a storage server using MinIO, supporting file upload, retrieval, and deletion functionalities.
- Integrated authentication and authorization features into APIs to ensure secure operations and data protection.
- Implemented Role-Based Access Control (RBAC) to manage user permissions securely and ensure resource access aligned with roles.
- Developed a microservices-based QR code application for encoding and decoding, focusing on modularity and scalability.
- Designed health check endpoints and implemented detailed logging for API health monitoring.
- Rewrote legacy Java (SpringBoot) and JavaScript code into TypeScript, improving maintainability, type safety, and scalability of the application.
- Ensured code quality and reliability through unit testing frameworks like Jest, delivering robust and maintainable systems.

Projects

1. **Online Admission Systems for Academic Institutions**
   As part of Enigma Zero, I was involved in creating fully digital online admission systems for educational institutions, including Garrison Cadet College Kohat, Abbottabad Public School, and Frontier Scouts Cadet College Warsak. These systems automated the admission process by enabling students to submit forms, upload documents, and receive digitized admit cards and offer letters. Admission offices benefit from an efficient portal to manage applications, while post-admission workflows integrate seamlessly with finance, library, and cadet shop operations. The solution significantly reduced delays, minimized errors, and enhanced overall efficiency as a reliable SaaS platform for managing admissions seamlessly.

2. **Warehouse Management System**
   We also developed a warehouse management system to streamline file management for a client. The system records details such as the origin, sender, contents, and department for boxes received from various

locations. Each box is assigned a unique serial number and barcode for tracking, with departments categorized by unique codes (e.g., TRD for Trade). To enhance security, file requests generate a box serial number and a reference serial, ensuring precise tracking and preventing unauthorized access.

Education

Master of Science: **Data Science**   **2024**

Middlesex University, London
- Awarded First Class Honours
- MDX Hackathon 2023 Winner

Bachelor of Science: **Information Technology**   **2020**

Middlesex University, Dubai
- Awarded First Class Honours

Skills

Programming Languages (Python, TypeScript, JavaScript, SQL)

Data & Machine Learning (scikit-learn, XGBoost, TensorFlow, Pandas, NumPy, BigQuery ML, Vertex AI)

Data Engineering (BigQuery, dbt, Apache Airflow, ETL/ELT Pipelines)

Backend (FastAPI, Node.js, NestJS, RESTful APIs, GraphQL)

Frontend (React.js, Next.js, Vue.js, Redux, TailwindCSS, HTML)

Databases (PostgreSQL, MySQL, MongoDB)

Security (JWT, OAuth, RBAC, ABAC, OWASP)

DevOps & Tools (Git, Docker, Jenkins, Prometheus, CI/CD)

Testing (Pytest, Jest, Mocha)

Documentation (Swagger, Postman, Jupyter Notebooks)