

Brian Denis Castelino

🎓 Master of Science in Data Analytics Engineering | 🏠 4+ YOE

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Professional Experience

Graduate Teaching Assistant, George Mason University – SEOR Department Aug 2024 – Jan 2025

- Led weekly sessions for 40+ students on **Excel modeling** using Frontline Solver simulations, to increase student accuracy in solving linear and mixed-integer optimization problems by 30%.
- Facilitated interactive labs on **Gurobi in Python**, resulting in a 20% increase in student engagement scores.

Senior Product Analyst, Media.Net Software Services Private Limited Jan 2022 – Aug 2023

- Collaborated with the product team to design and implement **data-driven solutions** to optimize Ad Tech performance.
- Set up **10+ A/B testing** environments (weekly) using in-house tools to statistically evaluate creative templates, improving recommendation accuracy by **50%** and contributing to a **70%** increase in campaign profitability.
- Automated reporting and processing workflows using **Python**, **Excel**, and **SQL**, reducing manual effort by **50%**.
- Led **end-to-end project** execution across 5+ initiatives using **Slack**, ensuring **100%** on-time delivery.
- Mentored 10 junior analysts on **ETL** design, **SQL** querying, and business reporting tools, increasing productivity by **40%**.

Product Analyst, Media.Net Software Services Private Limited Jul 2019 – Dec 2021

- Developed **stored procedures** to automate **ingestion** and **transformation** of **5+ GB** of ad-serving data into **SQL Server** using **Python** and **Excel-based automation**, reducing **batch processing** time by **50%**.
- Collaborated with engineering to integrate new ad platforms using **REST APIs**, increasing impression delivery by **20%**.
- Delivered weekly campaign performance insights and optimization reports to **10+ clients** using **Tableau/Excel**, improving retention by **10%**.

Projects

Academic—Disrupting Fentanyl Supply Chains github.com/repo ↗

- Developed a web-based substance identification platform (**Streamlit + FastAPI**), reducing manual search time by 60%
- Engineered scalable ETL workflows (**Python**, **BeautifulSoup**, **REST APIs**) to source, clean, and classify 11,000+ entries.
- Built a normalized **PostgreSQL schema** (3NF) to standardize the data, reducing redundancy and boosting the efficiency of **CRUD** by 40%.

Prompt Generator Chrome Extension github.com/repo ↗

- Built a lightweight Chrome extension with modular UI using **vanilla JavaScript**, **HTML/CSS**, and **Manifest V3** to enhance and organize **AI prompts** locally without server dependencies, improving productivity by **50%**.
- Engineered **prompt enhancement** workflow using the OpenRouter API, supporting free LLMs like **Mistral**, **LLaMA 3**, and **Phi-4**, reducing prompt editing time by **80%** through one-click enhancement and copy-to-clipboard workflows.

Accomplishments & Certifications

Snowflake - Associate Data Engineer Show Credential ↗

Snowflake UI | Query Optimization | DB Design | SQL | Data Manipulation | Modeling and Architecture | Relational DB

Google Cloud - Generative AI Learning Path Show Credential ↗

Generative AI | Large Language Models (LLMs) | Responsible AI | Google AI Principles

Meta - Data Analyst Professional Certificate (Ongoing) Show Credential ↗

Pandas | Exploratory Data Analysis | Statistics | Visualization | Key Performance Indicators (KPIs) | Data Storytelling

Skills & Technologies

Artificial Intelligence (AI): LangChain, OpenAI API, Faiss, LLMs, RAG, Hugging Face, Prompt engineering

Cloud Platforms: AWS (S3, Lambda, RDS, Glue, SageMaker), GCP (BigQuery, Vertex AI), Azure Data Factory

Data Engineering: ETL Pipeline, Apache Beam, Apache Airflow, Spark, dbt, Kafka, Snowflake, Redshift, Delta Lake

Databases: MS SQL Server, MySQL, PostgreSQL, MongoDB, Hive, Elasticsearch, Redis

Libraries & Frameworks: Pandas, NumPy, Scipy, PyTorch, TensorFlow, scikit-learn, XGBoost, LightGBM, spaCy, NLTK

Business Reporting: Google Data Studio, Power BI, Tableau, Salesforce, Excel (Pivot Tables, VLOOKUP, Macros), MSOffice