

# MADHU TALLURI

Data Engineering Manager | Technical Leadership | Real-time Processing | Cloud Data Integration

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## EXPERIENCE

### Director of Engineering

#### EasyInsights.ai

01/2023 - 11/2025 New Delhi, IN

EasyInsights is a SaaS company providing accurate attribution & conversion tracking for performance marketers.

- Oversaw Development of core data products enabling real-time data exchange between ad platforms, websites, and CRMs, sustaining ~10,000 events/sec with latency under 60 seconds and 99.9% delivery reliability
- Led a high performing engineering team of 8 and reduced the average release cycle from a 2-week baseline to 9–10 days within 6 months by instituting agile sprint ceremonies, CI/CD pipelines, and automated regression tests (30% efficiency improvement)
- Collaborated with enterprise clients to ensure smooth platform onboarding, advanced integrations, and swift technical support
- Enforced weekly architecture reviews and monthly performance audits, improving error resolution SLAs by 40%

### Lead Data Engineer

#### EasyInsights.ai

01/2021 - 12/2022 New Delhi, IN

EasyInsights is a SaaS company providing accurate attribution & conversion tracking for performance marketers.

- Directed design and implementation of a unified analytics platform integrating data from 54 marketing and advertising platforms
- Built and streamlined high performance ETL pipelines handling an average of 2-3 TB daily (peaking at 5 TB during seasonal surges) by integrating batch processing with real-time streaming via Pub/Sub and Kafka
- Established best practices for data governance, observability, and documentation, reducing incident resolution time by 40%
- Managed and mentored a team of 4 engineers through rigorous code reviews, guided data modeling, and continuous platform design enhancements

### Data Engineer

#### ET Medialabs Pvt Ltd

06/2018 - 12/2020 New Delhi, IN

ET Medialabs provides digital marketing solutions through data analytics

- Increased system reliability by ~30% by transformed legacy ETL systems into a modern architecture with DBT and Airflow increasing job success rate from 82% → **99.4%** and reducing incident recovery time by ~60%.
- Developed predictive logistic regression and random forest models utilizing scikit-learn, pandas, and NumPy to uncover key correlations between ad creatives and performance metrics, contributing to a 15% uplift in campaign ROI over a 6-month period.
- Collaborated with marketing teams to deliver actionable, data-driven insights that enhanced advertising strategies and improved campaign effectiveness.

## EDUCATION

### Bachelor of Technology

#### Indian Institute of Technology (BHU)

08/2014 - 05/2018 Varanasi

## SKILLS

Python	SQL	PySpark	ETL Tools	ELT	dbt	Airflow
Celery	Redis	Apache Kafka	Django	Nginx	REST	
AWS RDS	GCP	BigQuery	S3	GTM	Server-side Tracking	
Docker	Shell Scripting	Data Pipelines	Real-time Streaming			
Pub/sub	CI/CD	Git	Tableau	RDBMS	Data Modelling	
Data Architecture	Microsoft Power BI	JIRA	Meta Ads API			
Salesforce	PostgreSQL	API Design	GraphQL	IBM Db2		

## SUMMARY

Data Engineering leader with **7+ years of hands-on experience** designing, building, and scaling **end-to-end cloud data platforms** for business-critical use cases. Proven track record in architecting **real-time and batch data pipelines**, enterprise-grade backend systems, and production data warehouses with **99.9% delivery reliability**. Experienced in leading teams, owning system design decisions, and driving execution while remaining deeply technical. Known for improving engineering velocity—**cutting release cycles by 30%** through pragmatic architecture, automation, and agile practices. Passionate about translating complex data into reliable, scalable solutions that power decision-making at scale.

## KEY ACHIEVEMENTS



### Data Quality Improvement

Achieved 30% reduction in incident resolution by implementing robust data governance and quality measures.



### Operational Excellence in ETL

Delivered 99.9% reliability in real-time ETL, ensuring seamless data integration across platforms.



### High-Performance Data Processing

Managed ETL pipelines processing up to 5 TB daily, optimizing data flow with advanced streaming techniques.

## CERTIFICATIONS

### IBM Data Engineering Essentials

IBM Data Engineering Essentials

### Google Cloud Professional Data Engineer

Google Cloud Professional Data Engineer (in progress)

### Snowflake SnowPro Core Certification

Snowflake SnowPro Core Certification (in progress)

## LANGUAGES

### English

Fluent



### Hindi

Fluent



### Telugu

Native

