

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	●●●●●●