

JUDE CHRISTINA GASPARD

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Software Engineer | Analytics Engineering & Omnichannel Strategy

PROFESSIONAL SUMMARY

Software Engineer specializing in analytics engineering, omnichannel intelligence, and commercial data infrastructure — building the systems that connect pipelines to revenue decisions across retail, digital commerce, and selective brand and entertainment industries. Expert in transforming behavioral signals into executive-grade intelligence at enterprise scale.

TECHNICAL SKILLS

Languages & Engineering: SQL, Python

Pipeline & ETL: Apache Airflow, ETL/ELT Pipeline Design, Data Modeling, dbt

Cloud Platforms: AWS (S3, Lambda, Glue), Azure, Google Cloud, Microsoft Fabric, Snowflake, BigQuery

Analytics & Commerce: KPI Instrumentation, UTM Attribution, Funnel Analytics, Conversion Analytics, Cohort Analysis, Revenue Intelligence, Omnichannel Architecture, Guest Journey Mapping, CRO, Predictive Customer Analytics, MarTech Stack Integration

AI & Data Systems: RAG Systems, Vision Transformers (ViT), Unstructured Data Processing, NLP Pipelines, Vector Databases

Marketing & Commerce: Digital Marketing Analytics, Omnichannel Strategy, Agile Business Analysis, Cybersecurity Fundamentals

LANGUAGES

Native: English, French, Haitian Creole **Professional:** Spanish **Conversational:** Mandarin Chinese, Korean

CERTIFICATIONS

Databricks Certified Data Engineer Professional • **Databricks Certified Generative AI Engineer Associate** • **Microsoft Certified: Fabric Data Engineer** • **IIBA-AAC Agile Business Analyst** • **ISC2 Certified in Cybersecurity (CC)**

WORK EXPERIENCE

Analytics Engineer • *Aigarex* — *AI Data Annotation Company* 2025 - Present

- Architected the full commercial analytics and revenue intelligence layer for a global AI data annotation environment — pipeline design, measurement taxonomy, KPI instrumentation, and executive reporting infrastructure at enterprise scale.
- Engineered UTM governance framework and cross-channel attribution pipeline standardising measurement taxonomy across platforms; implemented deduplication and anomaly detection logic protecting reporting integrity.
- Synthesised behavioral engagement signals — CTR, scroll depth, conversion velocity, repeat behavior — into executive-facing revenue intelligence driving growth and commercial positioning decisions.

Omnichannel Data & Client Insight Lead • *Florence by Fozula* — *Omnichannel Marketing Studio* Oct 2024 - Oct 2025

- Architected the full omnichannel analytics and monetisation reporting layer — integrating online and in-store data touchpoints to create a 360-degree client view across the full customer lifecycle.
- Instrumented end-to-end guest journey measurement framework — awareness, engagement, conversion, retention — leveraging client insights to optimise conversion funnels and personalise the digital commerce experience.
- Developed Revenue Intelligence layer bridging marketing spend with technical attribution; engineered UTM governance and cross-channel attribution pipeline protecting reporting integrity across all platforms.

Analytics Engineer • *Google Cloud* — *Contract* Apr 2024 - Sep 2024

Time Series Trend Analysis & Data Visualization • Python • Pandas • SQL • Google Cloud

- Engineered end-to-end signal extraction pipeline detecting trend onset, anomaly clusters, and seasonal decay patterns across multi-regional time series datasets.
- Delivered interactive dashboards surfacing divergence and anomaly signals for rapid operational and strategic decision-making.

Software Engineer — AI/ML • *DeepLearning.AI* — *Contract* Feb 2024 - Apr 2024

Preprocessing Unstructured Data for Production Data Systems • RAG • ViT • Python • Vector Databases

- Engineered preprocessing pipeline extracting and normalising unstructured data — PDFs, Excel, PowerPoint, images — into structured JSON with metadata enrichment for downstream data system optimisation.

- Implemented document image analysis using Vision Transformers (ViT) for layout detection and content extraction across diverse unstructured data sources.

EDUCATION

Completing Double Major BAsC in Marketing and Computer Software Engineering

Brigham Young University — Idaho *Bachelor of Applied Science (BAsC), Computer Software Engineering*

Dartmouth College — Thayer School of Engineering *Machine Learning & Neural Networks Specialization*

University of Pennsylvania — Wharton School *Omnichannel Retail Strategy Specialization*

ADDITIONAL TRAINING

IBM Data Engineering Professional Certificate — SQL, Python, NoSQL, relational databases, ETL/ELT, data warehousing, Apache Spark

IBM Generative AI Engineering Professional Certificate — Generative AI architectures, LLMs (GPT, BERT, T5), transformers, prompt engineering, RAG systems

IBM Systems and Solutions Architect — Enterprise architecture, solution design, system integration, cloud architecture planning

IBM Digital Marketing and Growth Hacking with GenAI — Digital marketing strategy · SEO/SEM · GenAI-driven campaign optimisation · growth hacking frameworks · data-driven marketing analytics