

Jakub Zalewski

Staff Data Scientist • ML Engineer • Audience Intelligence

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Warsaw, Poland

PROFILE

Data Scientist and ML Engineer with **10+ years of experience** building production-grade machine learning systems across AdTech, FinTech, and e-commerce. Consistent track record of **end-to-end project ownership** — from problem framing and data pipeline design through model development, A/B evaluation, and business impact measurement. Experienced technical leader: university lecturer, coding bootcamp mentor, and conference presenter. Currently driving audience intelligence at **Paramount** across Pluto TV and Paramount+.

EXPERIENCE

Senior Software Engineer in Data Science

Oct 2025 – Present

Paramount Global • Warsaw

- **End-to-end ownership** of lookalike modelling pipeline for SMB advertisers across Pluto TV and Paramount+.
- Designed and productionised a **LightGBM-based lookalike model** (MLflow pyfunc) with custom OrdinalEncoder artifact management and FreeWheel ad-server log ingestion.
- **Led cross-functional alignment** with the Orion data platform team — defining schema contracts and ingestion SLAs for a unified event stream across two streaming platforms.
- Architected **A/B testing framework** for model evaluation (user-level, geo, and PSA holdout splits), enabling statistically rigorous business impact measurement.
- Drove third-party identity enrichment strategy (Experian / TransUnion); evaluated new data sources (Affinity Solutions, Circana) to expand SMB targeting reach.
- Presented at **Paramount internal Data Science Conference**; submitted proposal to Data Science Summit: AI Edition 2026.

Data Scientist

Oct 2023 – Sep 2025

Adform • Warsaw

- **Owned ML models** for programmatic advertising targeting end-to-end — scoping, modelling, evaluation, and stakeholder communication.
- Built large-scale PySpark pipelines for bidstream data processing and feature engineering.
- Led data science workstreams independently, coordinating with product and engineering teams to ship improvements to live targeting systems.

Data Scientist / Senior Data Analyst

Oct 2019 – Sep 2023 • 4 yrs

Allegro • Warsaw

- **Progressed from Data Analyst to Data Scientist** across Search and Delivery Experience domains at Poland's largest e-commerce platform.
- Owned analytical and ML deliverables for Allegro Search — driving product decisions through A/B experiments, statistical modelling, and ML-based ranking improvements.
- Collaborated cross-functionally with product, engineering, and business stakeholders to translate data insights into measurable product outcomes.

Senior Credit Risk (Data) Analyst

Sep 2017 – Sep 2019 • 2 yrs

IPF Digital • Warsaw

- Built and owned credit risk scoring models for digital lending products across multiple European markets.
- Progressed from Analyst to Senior; introduced ML-based approaches alongside traditional scorecards.

Credit Risk Optimisation Specialist

Alior Bank S.A. • Warsaw

Jul 2015 – Aug 2017

- Developed credit risk optimisation models in a regulated financial environment — foundational statistical modelling experience.

CORE SKILLS

ML / AI	LightGBM, Scikit-learn, MLflow, spaCy, LLM APIs
Data Platform	PySpark, Databricks, Delta Lake, Unity Catalog, dbt, Hadoop
Languages	Python, SQL, C#, JavaScript, HTML
Engineering	FastAPI, Docker, PostgreSQL, Git, CI/CD
Leadership	End-to-end ownership, Cross-team alignment, Mentorship, A/B design, Conference presentations

TEACHING & MENTORSHIP

Academic Teacher

WSB Merito University Warsaw • Warsaw

Designs and delivers courses spanning Big Data Management (PySpark, MLflow), Advanced Python for Data Science, C# Advanced Programming, Application Quality (CI/CD, E2E testing), and Web Programming.

Sep 2025 – Present

Python Developer & Data Science Mentor

Future Collars • Warsaw

Mentors career-changers entering data science and software engineering. Runs lessons, workshops, and one-on-one sessions covering Python, Machine Learning, and SQL.

Apr 2024 – Present

EDUCATION

M.Sc. Advanced Analytics – Big Data

SGH Warsaw School of Economics

2016 – 2018

B.Sc. Finance and Accounting

University of Warsaw

2013 – 2016

B.Sc. Computer Science & Econometrics

Warsaw University of Life Sciences (SGGW)

2012 – 2015

CERTIFICATIONS & LANGUAGES

Certifications Introduction to PySpark • Hadoop Platform & Application Framework

Languages Polish (Native) • English (Professional Working) • German / French / Spanish (Elementary)