Amir Darzi – Downloadable Version

Target

Junior Data Engineer | Content Operations Automation | Workflow Automation

Summary

Practical automation and operations professional focused on content ops and data workflow reliability. I build media pipeline automation with validation, QA checks, logging, batch processing, rollback, and publish ready outputs. I work hands on with SQL (MySQL and SQLite), Windows PowerShell, and Python scripting, and I use AI tooling to accelerate development and debugging while keeping strict rules and consistent results.

Core Skills

- SQL (MySQL, SQLite), data querying and reporting
- Automation scripting: Python (practical scripting), Windows PowerShell
- Workflow automation: batch processing, validation rules, QA checks, logging, rollback and safe reruns
- Analytics: Tableau, KPI dashboards, reporting queries
- Web: PHP, HTML, CSS
- Creative tooling: Canon Digital Photo Professional 4 (DPP4), ACDSee, Photoshop
- Business: analytical thinking, problem solving, process optimization, stakeholder communication
- Languages: Hebrew, English, Dutch

Projects

Amir2000 Image Automation (personal project) – **GitHub Project**

- Built and operates an end-to-end workflow automation system for large photo collections, turning raw folders into publish ready outputs.
- Implemented validation and safety checks including naming rules, duplicate detection, EXIF and metadata extraction, and batch consistency controls.
- Integrated quality scoring and metadata generation with strict guardrails to keep captions, alt text, and keywords consistent and usable at scale.
- Designed a human in the loop review workflow: approve, edit, approve, or reject per item, with fast reruns for single images or full batches.
- Reliability first: detailed logging, failure handling, rollback on errors, and reproducible runs for troubleshooting.
- Scale: maintains a published online portfolio of 40,000+ images, with automation coverage growing over time.

Bookings API (Winc Academy capstone) – **GitHub Project**

- Built a REST API backend in JavaScript with database integration and automated tests as part of Winc Academy Back end with JavaScript.

Professional Experience

Booking.com, Amsterdam, The Netherlands
A multinational e-commerce travel company

Content Moderator (2018 to 2025)

- Review and moderate various types of user-generated content (reviews, user photos, partner replies) in strict adherence to internal guidelines and policies.
- Uphold high standards of quality, accuracy, and productivity.
- Manage escalated issues including remoderation requests from stakeholders.
- Assist in training new hires and reintegrating current team members.
- Identify friction points within processes and propose solutions to achieve targets and meet service level agreements (SLAs).
- Contribute to high-impact projects (e.g., Annotations, Policies Focus Group, Process Guides).

Content Integrity: Bugs and Outages Depute (2023 to 2025)

- Established a dedicated team serving as the main contact for bugs and outages in Content Integrity.
- Created comprehensive Reporting Bugs and Outages process guides for both in-house and vendor moderators.
- Liaise with the Products team to communicate and resolve bug and outage reports effectively.

Moderation User Interface (UI) System Guide (2023)

- Designed and launched a system guide for the Moderation UI used in Content Integrity, streamlining reference materials and onboarding processes.

Analytics: Temporary Assignment (2020)

- Collaborated with the Analytics team to develop the Moderation KPI dashboard in Tableau.
- Crafted SQL queries to support dashboard creation and general reporting needs.

Content Executive (2017 to 2018)

- Reviewed and approved user-generated content, including photos and reviews, while ensuring adherence to policy.
- Consistently met productivity targets and supported research and annotation projects.

Customer Relations (2016)

- Facilitated customer payouts, handling amounts starting at 100 EUR and managing escalated complaints from stakeholders such as guests and accommodation partners.
- Issued invoices, coordinated payment processes, and maintained clear communication with all internal and external stakeholders.

Guest Review Associate (2015)

- Moderated guest reviews and accommodation partner responses in line with established guidelines.
- Consistently delivered high productivity and target achievement.

Temporary Job Agencies, Amsterdam, The Netherlands

General Office Worker: Administrative Work (2012 to 2015)

- Managed various projects for multiple companies through job agencies, including photography-based assignments.

Tommy Hilfiger Europe BV, Amsterdam, The Netherlands

A multinational fashion company

Logistics Supervisor (2009 to 2011)

- Coordinated team planning for sample shipments across Europe and beyond, ensuring accurate documentation.
- Managed ICT inventory and supported troubleshooting with the ICT department (formulas, macros, and printing setups).
- Acted as the primary liaison for couriers and handled all outbound communications.

Logistics Coordinator (2006 to 2009)

- Orchestrated sample shipments and documentation across European and international showrooms.
- Coordinated inter-departmental communications for timely collection launches and seasonal projects.
- Developed and maintained Excel-based monitoring systems using databases, formulas, and macros.

Rubin & Son Import and Distribution, Tel Aviv, Israel

Computer and Warehouse Manager (1995 to 2006)

- Oversaw inventory management and updated computer systems.
- Handled customer care, orders, returns, and shipments efficiently.

Education and Certifications

- Winc Academy: Back end with JavaScript (Certificate, 2026-02)
- Winc Academy: SQL Essentials with BigQuery
- Six Sigma Academy Amsterdam: Lean Six Sigma White Belt and Yellow Belt
- Sivan College, Tel Aviv: Professional Course in Microsoft Office
- Ron High School, Tel Aviv, Israel