Ilan Mordehaï SARFATI



Machine Learning Engineer

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Languages: French (native), English (professional working proficiency) | Driving license

SUMMARY

Machine Learning Engineer with a Master's degree in Artificial Intelligence and hands-on training across the full machine learning lifecycle: data preprocessing, feature engineering, model training and evaluation (scikit-learn, Keras), then packaging, tracking and serving models (Docker, FastAPI, MLflow, DVC, Kubernetes). Focused on building ML systems that run, not one-off analyses. Six years of self-managed, data-driven work on performance marketing pipelines (tracking, A/B testing, automation) for French clients.

TECHNICAL SKILLS

Languages & Data: Python, SQL, pandas, NumPy, Bash, REST APIs

Machine Learning: scikit-learn, supervised classification, clustering, dimensionality reduction, feature engineering, model evaluation, anomaly detection, time series analysis

Deep Learning, CV & NLP: Keras, dense neural networks, convolutional neural networks (CNN), computer vision with OpenCV, NLP and text mining with spaCy and NLTK, multimodal models

MLOps & Deployment: Docker, Kubernetes, MLflow, DVC, DagsHub, FastAPI, Streamlit, Git, GitHub, Linux

Cloud & Data Engineering: Microsoft Azure, data integration, data architecture, data product management

PROJECTS

Rakuten Multimodal Product Classification — Master's project **2024 – 2025**

- Built a multimodal classifier assigning ~84,000 e-commerce products to 27 product categories from text (title, description) and product images, evaluated with weighted F1-score.
- Developed the text preprocessing pipeline in Python (spaCy, NLTK): cleaning, tokenization, multilingual normalization and vectorization.
- Combined text and image models (Keras, scikit-learn) and structured the work as an MLOps project with data and experiment versioning (DVC, DagsHub, MLflow) and a containerized prediction API (FastAPI, Docker).

PROFESSIONAL EXPERIENCE

Google Ads & Lead Generation Consultant — Self-employed **Sep 2020 – Present**

Remote, French market | Energy renovation sector (heat pumps, insulation)

- Design and operate end-to-end paid acquisition pipelines for 4–5 clients: account and campaign setup, keyword research, search-intent segmentation and geo-targeting.
- Built lead-capture landing pages and an automated lead flow (web form → Google Sheets → real-time email alerts), with conversion tracking for performance measurement.
- Run A/B tests on ads and landing pages and reallocate budgets based on conversion data; defined lead qualification criteria with clients.
- Moved the business from fixed-price lead sales to a performance-based model (commission on ad spend), retaining a long-term recurring client.

EDUCATION

Master's degree in Artificial Intelligence — Liora **2024 – 2025**

AI Project Manager, Master's-level (Level 7) State title — DataScientest / Ascencia BS **2026**

Master 1 in Cybersecurity — Paris School of Technology & Business **2023 – 2024**

Bachelor's degree in Business Information Systems (MIAGE) — Université Paris Cité **2021**

CERTIFICATIONS

- **Machine Learning Engineer** — Liora
- **Microsoft Certified: Azure Data Fundamentals** — Microsoft, 2024
- **Data Product Manager** — DataScientest, 2025
- **25+ DataScientest certificates** in machine learning, deep learning, computer vision, NLP, time series, MLOps (Docker, Kubernetes, MLflow, DVC, FastAPI) and SQL