

MARIAM MOUKALLED

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PROFESSIONAL SUMMARY

Senior Data Engineer and BI professional with over 10 years of experience in software engineering, data analytics, business intelligence, and CRM solutions. Holds a Master's degree in Computer Science from the American University of Beirut. Expertise in designing and implementing end-to-end data pipelines, building BI reporting systems, and administering and developing Salesforce CRM solutions. Proficient in cloud-based data platforms (GCP & AWS), real-time streaming (Kafka), and modern BI tools (Tableau, Power BI, Metabase). Experienced in AI agentic development using multiple platforms with tool calling and Model Context Protocols (MCPs). Proven track record of delivering impactful data-driven solutions across financial services and logistics industries.

TECHNICAL SKILLS

Cloud & Data Platforms: Google Cloud Platform (GCP), BigQuery, Dataform, Dataflow, Apache Kafka, Airflow, dbt, ML Flow, Metaflow, Pub/Sub

Business Intelligence: Microsoft Power BI, Tableau, Metabase, SSIS, KPI-driven Reporting and Dashboards

CRM & Salesforce: Salesforce Administration, Salesforce Custom Development (APEX, Visualforce, Lightning), Workflows, Data Migration

Databases: Microsoft SQL Server, PL/SQL, MySQL, Oracle, Data Modeling and Warehousing

Programming Languages: Python, PHP, C, C++, APEX, JavaScript, jQuery, AngularJS, HTML, CSS

Frameworks: CodeIgniter, Laravel, FastAPI, Flask

AI & Automation: AI Agentic Development, Tool Calling, Model Context Protocols (MCPs), Machine Learning (R, Python)

APIs & Integration: REST APIs, SOAP Web Services, FIX Protocol (Financial Markets)

Tools & Platforms: Git, Segment, JIRA, Sybase Power Designer, Apache Server, Microsoft Office Suite

Operating Systems: Windows, UNIX/Linux

PROFESSIONAL EXPERIENCE

Senior Data Engineer & BI | Salesforce Administrator & Developer | Quiq

June 2020 - Present

- Design, build, and maintain scalable data pipelines and ETL workflows on Google Cloud Platform using BigQuery, Dataform, and Dataflow.
- Develop and manage real-time data streaming solutions using Apache Kafka for high-throughput event processing.
- Create and maintain interactive dashboards and reports using Tableau, Power BI, and Metabase to support data-driven decision-making.
- Administer and customize Salesforce CRM including custom object development, APEX triggers, workflows, process automation, and user management.
- Develop custom Salesforce integrations with internal systems and third-party platforms via REST APIs, Platform Events, CDC.

- Implement data modeling strategies and maintain the company data warehouse ensuring data quality and accessibility.
- Collaborate with cross-functional teams to define KPIs and deliver actionable business insights.
- Lead AI agentic development initiatives using multiple platforms with tool calling and Model Context Protocols (MCPs).
- Mentor junior team members on data engineering best practices, cloud architecture, and BI tooling.

BI & CRM Engineer | Royal Financial Trading

December 2014 - June 2020

- Designed and developed the company's Business Intelligence and reporting system based on KPIs serving multiple departments.
- Restructured and administered the company Salesforce CRM, including data transfer, migration, and custom development.
- Built API integrations with counter parties to feed the data warehouse with real-time financial data.
- Performed data modeling and analysis to support business strategy and operational decision-making.
- Developed portals and back-office systems using PHP frameworks (CodeIgniter, Laravel).
- Automated various business processes with Salesforce workflows and custom APEX development.

Graduate Assistant | American University of Beirut

January 2015 - June 2017

- Served as graduate assistant for HTML, CSS, and JavaScript courses.
- Taught Microsoft Excel to business students.

Technical Consultant | Bluering

October 2016 - January 2017

- Performed onsite software installation and bug resolution for Bluering Banking software.
- Developed Oracle forms and reports; migrated databases and implemented new stored procedures.

Web Developer | MindField

October 2014 - December 2014

- Developed websites using WordPress and Joomla frameworks.
- Built e-commerce modules and customized CMS solutions.

EDUCATION

Master of Computer Science | American University of Beirut | September 2019

- Thesis: Stock Market Price Prediction applying machine learning techniques for optimal accuracy.
- Presented research paper at FNP Conference 2019.

Bachelor of Sciences in Computer Science | Lebanese University | September 2014

- GPA: 80/100. Superiority certificate for highest class average (2012).
- Awarded scholarship to pursue Master's degree at the American University of Beirut.