

Anthony Kurieh

Data & AI Engineer

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Computer engineer with an M.S. in Applied AI, building **LLM applications and the data infrastructure underneath them** for enterprise brands across MENA.

EXPERIENCE

Data Analyst, AI & Automation · Choreograph (WPP Data, Analytics & AI), Dubai Aug 2024 – present

- **Shipped a conversational analytics product** used by two enterprise brand teams: plain-language questions are planned into SQL against a documented table catalogue, validated before execution, removing the analyst-in-the-loop for routine questions.
- **Built a creative intelligence pipeline:** persists ad creatives from platform APIs to Cloud Storage before their CDN links expire, extracts metadata from images and video using computer vision and generative models, and joins creative features to performance.
- **Built an audience-targeted content rewriter** on GPT-4-turbo, taking platform, region, education level and age as inputs and scoring every rewrite against 25 computed readability metrics, logged per run.
- **Designed and shipped three internal web applications:** out-of-home site scoring per audience segment, competitive whitespace mapping, and a lead CRM, with 70 row-level-security policies across 19 tables, personal data encrypted at rest, and email behind a dead-letter queue.
- **Build and maintain 20 production dashboards** (Looker Studio, Power BI, Tableau, D3.js over BigQuery) tracking multi-million-dollar monthly spend across 9 media and attribution platforms, 10+ enterprise brands (Amazon, Qatar Airways, Americana) and 7 MENA markets.
- **Standardised KPI definitions and metric layers** across all dashboards, improving cross-platform consistency and cutting reconciliation effort.
- **Implemented automated validation, anomaly and freshness checks** raising data reliability and surfacing delivery issues early.
- **Developed 30+ automations and pipelines**, processing millions of rows per dataset, for ingestion, transformation, QA and KPI computation, cutting recurring reporting from multi-day manual effort to same-day turnaround.
- Member of the internal **AI Committee**; ran the build-versus-buy evaluations behind the team's AI tooling standards.

Machine Learning Engineering Intern · Salesdash, Washington, USA (remote) 2023

- Built and deployed an **LLM-powered Slack application** integrating OpenAI GPT APIs with MongoDB, letting non-technical users query the database in natural language, with error handling and input validation throughout.
- Developed a gradient-boosted model estimating remaining user budget at **85% accuracy** from engineered behavioural features, improving sales pipeline forecasting.

Data Science Intern · CMA CGM The HUB, Beirut Jul – Sep 2023

- Built a late-shipment prediction model reaching **90% accuracy** on container logistics data.
- Reimplemented **CTGAN in PyTorch** for synthetic tabular data: mode-specific normalisation and conditional training-by-sampling to preserve the multimodal columns and rare categories a naive GAN collapses.

Computer Vision Engineering Intern · Oculi, Beirut Summer 2023 · 12 weeks

- Extracted regions of interest from an event-driven vision sensor's **actionable signals** (projection histograms), a sensor mode carrying ~20% of full-frame bandwidth, iterating from naive thresholding to Gaussian-smoothed detection.
- Built the team's dataset tooling: a **3,960-frame labelled dataset** (CVAT, YOLO format) and the class converting any video into per-frame signal records with labels, documented with Doxygen.

EDUCATION

M.S. Applied Artificial Intelligence · Lebanese American University 2025 – 2026

Thesis: LIRION, a voice appointment-scheduling agent with a schema-bound LLM orchestration loop, bilingual EN/AR operation and event-sourced analytics, evaluated end-to-end across 3 interchangeable provider stacks. Code: github.com/anthonykurieh/voice_facilitator

B.E. Computer Engineering · Lebanese American University, Byblos 2019 – 2023

Published: *Towards Image-Based Material Estimation* (IEEE M2VIP) and the Robot Quadruped Materials Dataset (IEEE DataPort), from a CNN classifying surface material above 90% for quadruped foot placement.

SKILLS & CERTIFICATES

AI / ML	LLM application design & evaluation, NL-to-SQL, RAG, tool use & function calling, MCP, voice agents (STT/TTS orchestration), OpenAI API, Claude API, LangChain, PyTorch, TensorFlow, scikit-learn, XGBoost, GANs, OpenCV, MediaPipe, Hugging Face
ENGINEERING	Python, JavaScript, SQL, FastAPI, Flask, Streamlit, BigQuery, GCP (Cloud Run, Cloud Functions, Scheduler, Firestore, Secret Manager), PostgreSQL (row-level security, pgcrypto, queued jobs) & Supabase, MongoDB, Docker, Git
ANALYTICS	pandas, NumPy, Looker Studio, Power BI, Tableau, D3.js, Google Apps Script, anomaly & freshness monitoring
CERTIFICATES	IBM AI Engineering · Google Advanced Data Analytics · Google Analytics IQ
LANGUAGES	Arabic (native) · English (fluent) · French (fluent) · Spanish (basic)