

# Michael Barley

Data Engineer | Python | SQL | AWS | Kubernetes | Terraform | Docker | CI/CD | DevOps

Darlington, England, United Kingdom

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## PROFILE

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Data Engineer with over 6 years of experience and a first class Computing degree. Builds and maintains data pipelines in TypeScript, Python and SQL on AWS, using Docker, Kubernetes, and Terraform. Experienced across the full data lifecycle from ingestion through to production monitoring and observability, with a focus on automation, infrastructure as code, CI/CD, and DevOps practices.

## EXPERIENCE

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**Salesfire** Middlesbrough

Data Engineer

July 2023 — Present

Build and maintain real-time data pipelines ingesting billions of behavioural events across 700+ ecommerce retailers using TypeScript, SQL, and Snowplow

Engineer and optimise a ClickHouse data warehouse powering client reporting, analytics, and shopping optimisation at scale

Built an identity resolution system using Neptune ML to match anonymous shoppers across devices and sessions into unified customer profiles

Develop data infrastructure supporting AI-powered product recommendations serving millions of daily shoppers

Build reporting pipelines for client-facing performance metrics and conversion attribution

Use Python for data analysis, debugging, and incident investigation

Deploy and manage AWS infrastructure using Terraform, Docker, and Kubernetes

**The Verve Group UK** Darlington  
Software Engineer

## TECHNICAL SKILLS

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### LANGUAGES

Python SQL

TypeScript

### CLOUD & INFRA

AWS Terraform Docker

Kubernetes

### DATA

ClickHouse Snowplow

Neptune ML MySQL

### PRACTICES

CI/CD DevOps IaC

### FRAMEWORKS

Laravel Vue.js

October 2022 — July 2023

Built and maintained a SaaS platform for financial advice firms using Laravel, Vue.js, MySQL, and AWS

**Mabo**

Middlesbrough

Software Engineer

May 2019 — September 2022

Developed Python scrapers to extract and process product data from ecommerce sites at scale

Built a product feed management and optimisation platform for ecommerce retailers on AWS

Engineered feed optimisation rules engine, Google Shopping CSS integration, and Google Ads API connectivity

Built reporting dashboards and internal tooling supporting 350+ client accounts and £40M+ in annual ad spend

**EDUCATION**

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**Teesside University**

First Class Bachelor's degree, Computing

2015 — 2018