

Charbel Keedy

Senior Data Engineer

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PROFESSIONAL SUMMARY

Senior Data Engineer with 10+ years of hands-on experience designing ETL pipelines, relational data models, and API-driven data integrations. Built secure database systems for the Lebanese Internal Security Forces, led Salesforce and cross-CRM data integration projects, and delivered automated BI reporting in Zoho Analytics for a Canadian company. Strong in Python, SQL, Oracle, PostgreSQL, and Snowflake, with exposure to Spark, Kafka, NiFi, and Hadoop. Focused on data quality, automation, and documentation that turns raw data from multiple sources into trusted, decision-ready information.

TECHNICAL SKILLS

Languages: Python, SQL, Java, C++, JavaScript

Data Engineering: ETL/ELT Pipelines, Data Integration, Data Modeling, Data Validation, Apache Spark, Apache Kafka, Apache NiFi, Hadoop, Hive, REST APIs, Webhooks

Databases & Warehousing: Oracle, PostgreSQL, Snowflake, Microsoft Access, Elasticsearch

BI & Visualization: Zoho Analytics, Zoho DataPrep, Kibana, Plotly, Matplotlib, Seaborn, R Studio

Python Libraries: pandas, scikit-learn, Flask, requests, BeautifulSoup, Selenium

Integration & Automation: Salesforce (Flows, Integrations), HubSpot, Odoo, Vtiger, n8n, Zapier, Git

PROFESSIONAL EXPERIENCE

Senior Data Engineer & Integration Developer (Freelance)

Jan 2018 – Present

Project-Based Contracts

Beirut, Lebanon / Remote

- Designed and built data pipelines and ETL processes in Python and SQL to integrate, clean, and consolidate data from CRMs, e-commerce platforms, and third-party APIs for 12+ clients.
- Built and deployed custom CRM integrations as Flask (Python) REST API services, enabling automated data synchronization between platforms.
- Automated data workflows with n8n, Zapier, and webhooks, reducing manual data entry and improving data accuracy across client systems.
- Troubleshooted and optimized data workflows, resolving integration failures and improving pipeline performance and reliability.
- Documented pipelines and integrations to support maintenance, handover, and onboarding.

Business Data Analyst

Dec 2025 – Aug 2026

Rydel

Halifax, Canada (Remote)

- Designed and maintained relational data models in Zoho Analytics, integrating CRM, Finance, Marketing, and Sales sources while preserving data integrity.
- Developed and optimized complex SQL queries and pivot tables powering executive dashboards and operational reports.
- Automated data pipelines with Zoho DataPrep flows and API integrations, replacing manual reporting with near real-time data.
- Audited data sources, transformation scripts, and BI assets to enforce accuracy, security, and consistency.
- Translated stakeholder business questions into technical reporting requirements and KPIs, and trained department heads in self-service analytics.

Senior Technical and Functional Consultant (Salesforce & CRM Integration)

Sep 2024 – Aug 2025

Softsales Consulting

Beirut, Lebanon

- Integrated Salesforce with other CRM and business systems, designing data mappings and synchronization for consistent cross-platform data flow.
- Led end-to-end Salesforce implementations, translating business processes into functional specifications and system configurations.
- Built Salesforce Flows and automations that streamlined workflows and improved productivity.
- Troubleshooted complex data and system issues and delivered multiple concurrent integration projects on time and within budget.

Senior Web Developer

Jan 2023 – Aug 2024

VIPMINDS

Dbayeh, Lebanon

- Translated client requirements into technical specifications and wrote and reviewed code for web applications.

- Led and mentored junior developers, prioritizing projects and assigning tasks across concurrent deliveries.

Full Stack Web Developer

Sep 2021 – Oct 2022

Emoteyes

Chicago, USA (Remote)

- Built and managed databases and APIs supporting client-side and server-side application architecture.
- Implemented security protocols to protect data and worked with data scientists and analysts to optimize performance.

Software Developer & Data Engineer

Dec 2015 – Sep 2022

Lebanese Republic – Internal Security Forces (ISF)

Beirut, Lebanon

- Modified and optimized relational database structures and coded database descriptions to improve performance and consistency.
- Developed a role-based database access control system, defining user access levels to secure sensitive data.
- Maintained the data dictionary and database documentation to ensure data consistency, clarity, and traceability.
- Designed, coded, tested, and debugged software from detailed specifications and prototypes.
- Implemented system upgrades that improved security, performance, and efficiency, while handling highly confidential data.

Data Processing Analyst

Nov 2013 – Nov 2015

CME Offshore SAL

Beirut, Lebanon

- Processed large volumes of data in Excel, CSV, JSON, and PDF formats; performed data cleaning, validation, and verification.
- Converted unstructured PDF data into structured CSV/Excel formats for integration with downstream systems.

EDUCATION

Data Science Engineering — Cognitus Center, Paris, France

2018 – 2019

Management Information Systems (Bachelor's Program) — Lebanese University, Beirut

2009 – 2012

CERTIFICATIONS

Guinness World Records Participant, Kanz AI Training Hackathon (2026) | Introduction to IoT – Cisco (2020) | Using Python to Access Web Data – University of Michigan (2020)

LANGUAGES

Arabic: Native | English: Proficient (C1) | French: Intermediate (B1)