

Tariq Dwekat

919-218-7031 | tariqzdwekat@gmail.com

[linkedin.com/in/tariq-dwekat](https://www.linkedin.com/in/tariq-dwekat) | github.com/tzdwekat

Data & Product

Data Products | Analytics Platforms | Cross-Functional Delivery | GT Strategy | Cloud Data Infrastructure

Data and analytics SME at AMD, Charles Schwab, and Adobe, trusted by cross-functional stakeholders to define requirements, architect Snowflake and dbt solutions, and drive adoption from prototype to enterprise rollout. Hands-on with LLM tooling across Snowflake Cortex, the OpenAI API, and Claude Code, shipping AI-powered analytics products that replace ad-hoc workflows with self-serve insights informing multimillion-dollar decisions. Independently launched tariqthinks, a multi-platform content product, from zero.

CORE SKILLS

- **Product Strategy & Go-to-Market:** Roadmap Prioritization, Go-to-Market Execution, Adoption Strategy, Requirements Definition, KPI Design, Stakeholder Management, User Research, Technical Enablement
- **Technical Depth:** SQL, Python, Snowflake, BigQuery, dbt, GCP, AWS, Docker, Kubernetes, CI/CD, Kafka, REST APIs
- **Analytics & Insights:** Power BI, Tableau, Data Modeling (Star Schema, Dimensional), ELT Pipeline Design, Grafana, Prometheus

PROFESSIONAL EXPERIENCE

Data Engineer, AMD | Austin, TX

2025 – Present

- Shipped a Snowflake Cortex conversational analytics tool over HR and headcount data, partnering with Finance leadership to define the semantic model, validate query accuracy, and drive adoption among non-technical stakeholders
- Shipped executive Power BI dashboards on a curated star schema semantic layer directly informed multimillion-dollar headcount and budget allocation decisions across business units
- Cut report latency 40% and compute costs 20% by identifying bottlenecks and driving optimization initiatives (aggregated fact tables, query tuning)
- SME on Snowflake data architecture for Finance and HR analytics—defined KPIs with Finance leadership, built OLAP data marts, and eliminated 60% of ad-hoc reporting requests

Software Engineer - Specialist, Charles Schwab | Westlake, TX

2023 – 2025

- Built an automated BigQuery and Cloud SQL validation pipeline that improved query performance 50% and established the data quality standard adopted org-wide
- Owned observability end-to-end: scoped requirements with on-call teams, shipped Grafana/Prometheus dashboards with Kafka-streamed metrics, and cut incident detection time 20%
- Led CI/CD migration from Bamboo to GitHub Actions—evaluated options, built the business case, executed phased rollout, and drove adoption, cutting deployment times 40%
- Authored technical documentation and analytics dashboards for CI/CD and incident response workflows, adopted as the standard across multiple business units and referenced by 1,000+ engineers

Network Reliability Engineer, Adobe | San Jose, CA

2022 - 2023

- Identified certificate renewal as a reliability bottleneck and built Python (Flask) APIs to automate lifecycle management—achieved 99.9% uptime, reduced manual toil 90%

PRODUCT EXPERIENCE

Founder & Creator – @TariqThinks | YouTube | Instagram | TikTok

2024 – Present

- Launched a multi-platform content product from zero, independently owning end-to-end product lifecycle: audience research, content strategy, production, distribution, and iteration based on performance data
- Developed a differentiated positioning strategy blending philosophical and psychological frameworks with media analysis, carving out a distinct niche in a saturated content landscape
- Built and managed a multi-channel distribution pipeline (YouTube long-form, TikTok/Reels short-form, Substack written), adapting content to platform-specific audience behaviors

EDUCATION

North Carolina State University | B.S. in Computer Engineering | Raleigh, NC

2022

CERTIFICATIONS & COURSES

- Google Certified Associate Cloud Engineer, Fast.AI: Practical Deep Learning for Coders