Bilal Akhtar

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PERSONAL STATEMENT

Certified SQL Server Developer with experience in server migration, HA/DR, performance tuning, data engineering, and data quality management. Experienced with MS SQL Server Stack (SSAS, SSRS, and SSIS), Oracle DB, PL/SQL, Airflow, Power BI and Fabric. Most recent project included the migration of TB scale SQL Servers.

CERTIFICATIONS

- *Microsoft Certified: Azure Database Administrator Associate*

PROFESSIONAL EXPERIENCE

Practice Plus Group June 2025 - Present

SQL Server DBA

- Migrated 3 SQL Server Enterprise instances to new machines, from SQL Server 2012 to 2022, ensuring minimal downtime.
- Migrated the team's version control system from TFS 2013 to Azure Dev Ops 2022.
- Led team training sessions on Microsoft Fabric, upskilling colleagues on platform capabilities and best practices.
- Optimised DB performance through query tuning and execution plan analysis.
- Updated patient data pipelines to comply with new NHS standards.

Gtech Jan 2024 - June 2025

SQL Server DBA

- Promoted to the lead of the analytics department, in which I managed a team of 4 data analysts, overseeing project delivery and mentoring junior team members.
- Developed and deployed ETL processes using SQL Server Integration Services (SSIS) for automated data ingestion using Azure DevOps for CI/CD.
- Ensured all data-related activities, including collection, processing, storage, and transfer, were fully compliant with GDPR
- Utilised execution plans, and indexing strategies to develop and optimise SQL queries, stored procedures, and database structures.
- Designed and maintained dynamic reports utilising SQL Server Reporting Services (SSRS) and Power BI.
- Experience with cloud-based data solutions (AWS and GCP), including S3, EventBridge, Glue, Athena, and BigQuery.
- Managed the setup of Electronic Data Interchange pipelines between clients and internal warehouses.

Gtech June 2023 - Jan 2024

Data Analyst

- Analysed campaign performance across digital and traditional channels, using Google Analytics, SQL, and Excel.
- Designed and maintained interactive dashboards in Power BI, providing real-time insights into KPIs such as CTRs, CVRs, and ROAS.
- Conducted A/B testing on digital marketing campaigns, increasing CTRs by 14%.
- Performed customer segmentation analysis using SQL, optimising investment on targeted marketing campaigns.
- Managed digital marketing campaigns for various retailers including Argos, Amazon, and B&Q.
- Integrated data from multiple sources (Google Analytics, Amazon, Argos) into automated reports for informed decision-making.
- Conducted market research analysis and competitor analysis and presented reports to senior management, identifying key dates for product launches and promotional activities.

Hyper August 2022 - May 2023

Research Intern

- Conducted literature reviews on probabilistic localization methods, evaluating their applicability to real-world environments.
- Tested Python scripts to simulate and benchmark different filtering techniques for location estimation.
- Collaborated with software engineers to integrate research findings into the app's existing particle filter model.
- Created data visualizations using Matplotlib and Seaborn to illustrate the behaviour of the particle filter model.

EDUCATION

University of Surrey October 2019 - July 2022

BEng in Electronic Engineering - 1st Class Honours

- Thesis focused on the use of explainable artificial intelligence in healthcare. Awarded the IET prize for this project.

Burnham Grammar School

A-Level Mathematics, Further Mathematics, Computer Science

SKILLS

- **Programming:** TSQL, PL/SQL, Python, MATLAB, VBA, C#, XML
- **Data Processing:** SSMS, SSIS, SSRS, AWS (Athena, S3, Glue), BigQuery, Airflow
- **Data Visualization:** MS Excel, MS Power BI, Fabric, Tableau
- **Statistical Analysis:** SPSS Statistics