Luka Berg

Lead Machine Learning Engineer Cover Letter

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Hiring Team
Northstar Media Systems
New York, NY

Dear Hiring Team at Northstar Media Systems,

I am excited to apply for the Lead Machine Learning Engineer role at Northstar Media Systems. My background includes 15 years of software engineering and 13 years building and operating **production machine learning systems** for high-volume digital content and audience platforms. This experience fits your need for a technical leader who can guide a **large-scale content machine learning platform** from design through production.

I bring hands-on experience across data exploration, **feature engineering**, batch training, and **low-latency online serving**. I have built recommendation, automated tagging, retrieval, and object detection solutions, supported by **Spark and Databricks ML pipelines**, AWS services, Kafka, Kinesis, and REST microservices. I care about sound service design, clear testing practices, useful monitoring, and dependable incident response.

Leadership is central to my work. I guide engineers through design reviews, delivery planning, risk assessment, production readiness, and operational reviews. I have mentored engineers, worked closely with product, editorial, data science, and platform teams, and helped Scrum teams turn audience goals into practical technical plans. I communicate clearly with both technical and nontechnical partners.

Northstar Media Systems interests me because this role connects machine learning infrastructure with **personalized audience experiences** and meaningful content use cases. The chance to shape learning, inference, monitoring, data pipelines, and feature libraries across **product and editorial** work is especially appealing. I would welcome the opportunity to help your teams deliver scalable solutions with strong ownership and measurable value.

Thank you for your time and consideration. I would welcome the opportunity to discuss how my experience can support Northstar Media Systems.

Sincerely,

Luka Berg

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