

Chinmay Raibagkar

Marketing Analyst — Data & Automation

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PROFESSIONAL SUMMARY

Marketing Analyst specializing in **data analytics, automation, and performance marketing**. Skilled in **SQL, Python, BigQuery, Google Cloud Platform (GCP), Colab Enterprise, MySQL, and Looker Studio**, with a track record of building automated **ETL data pipelines** and dashboards — and engineering **agentic AI skills** for in-product AI agents — that turn cross-platform marketing data into decisions and reduce customer acquisition cost (CAC) and reporting time.

CORE SKILLS

Data & Analytics: SQL, MySQL, Python (Pandas, NumPy), BigQuery, Google Cloud Platform (GCP), Colab Enterprise, Looker Studio (Google Data Studio), Plotly, Streamlit, Apps Script, ETL, Data Pipelines, Data Visualization, Dashboarding, Reporting Automation.

AI & Automation: Agentic AI, AI Agents, Agentic Skill Engineering, LLM / Prompt Engineering, Custom GPT Training, Workflow Automation, Root Cause Analysis (RCA).

Marketing: Performance Marketing, Meta Ads, Google Ads, Search, Performance Max (Pmax), UAC, Demand Gen, AAA / Advantage+, CAC & ROAS Optimization, Market Research.

PROFESSIONAL EXPERIENCE

Marketing Analyst · Maino AI Apr 2026 – Present
Bengaluru, Karnataka · Performance-marketing intelligence platform

- Own **data analytics and automation** on Google Cloud Platform (**BigQuery, Colab Enterprise**) and **MySQL** — building ETL data pipelines that unify cross-platform marketing data into a single source of truth.
- Automate reporting and build **Looker Studio** dashboards giving clients real-time visibility into spend, ROAS, CAC, and conversions.
- Engineer **agentic AI capabilities** for the product's in-product AI agent — authoring agentic skills that improved accuracy across performance-marketing tasks such as **Root Cause Analysis (RCA)** and creative / elemental analysis of video & static ads.
- Support performance-marketing engagements for clients including **Amazon MX Player, Hyugalife, Nutrabay, Milid, and Hi-Robin**.

Analyst — Automation & Technology · Aristok Technologies Jun 2024 – Mar 2026
Pune, India · Promoted from Business Analyst, Digital Marketing

- Managed Meta & Google Ads campaigns (Search, Performance Max, UAC, Demand Gen, AAA) for **Porter** — reducing **customer acquisition cost (CAC)** from ₹750 to ~₹400.
- Architected a **BigQuery + Apps Script data pipeline**, removing the spreadsheet 10M-cell limit and saving **10–15 hours/week per person**.
- Built custom dashboards and reporting with **Python, Streamlit, Plotly, and Looker Studio**; trained custom GPTs to automate campaign insights.
- Awards: **Spotlight of the Month (Aug 2024)** and **Best Turnaround Story (Q4 2024)**.

EDUCATION

B.Tech, Electronics & Telecommunication Engineering · CGPA 8.84 2021 – 2025
Vishwakarma Institute of Technology, Pune

LEADERSHIP

President, The Investment Forum Jan 2023 – May 2024
Re-established and led a ~60-member community researching stocks, mutual funds, real estate & crypto; organised Fundamental & Technical Analysis workshops.

CERTIFICATIONS

- Google Digital Marketing & E-commerce** — Google via Coursera.
- AI-Powered Modern Marketing Specialization** — Coursera.
- Introduction to Digital Marketing Fundamentals** — Simplilearn.