

# Nachiket Pai

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## SUMMARY

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Sr. Marketing Data Analyst with 5+ years across paid media, analytics, and AI automation. Passionate about building with AI, with hands-on sales and marketing operations experience, and an engineering background in Information Technology.

## WORK EXPERIENCE

### Sr. Marketing Data Analyst, Summit Rx Inc, New Jersey, US

June 2024 - Present

- Pitched ChatGPT, Claude, and n8n directly to the CEO and senior leadership; drove company-wide adoption and now lead AI tooling decisions across the business.
- Built an AI-drafted sales reply workflow on n8n, ChatGPT, HubSpot, and Gmail. Inbound emails trigger a context-aware draft pulled from deal history; the rep reviews and sends. Saves ~30 minutes per day per sales rep, around 500+ hours per year on the team.
- Shipped smart lead attribution into HubSpot. Form submissions now carry the landing-page session URL as the source, killing direct/none attribution gaps. Lead-to-CRM time dropped from hours to under 10 seconds.
- Built pipeline task automation that auto-generates assigned follow-up tasks for sales agents based on lead stage.
- Built a Custom GPT on the Summit Rx brand library, used weekly by the marketing team for on-brand content drafts. About 50% faster first drafts versus generic ChatGPT.
- Develop marketing and business strategies by collaborating with cross-functional teams like content, operations, product, and sales.
- Owned the Shopify website build and maintenance end-to-end (theme code, Liquid + JS), until the company onboarded a dedicated software team, then handed off with a runbook.
- Built business dashboards surfacing performance, insights, and recommendations, with process maps that explain how each workflow runs for both technical and non-technical stakeholders.

### Teaching Assistant, SQL Course, Clark University, Worcester, MA

January 2024 - May 2024

- Earned a perfect 5/5 student review for instructional support personalised for each student across 2 batches throughout the semester.
- Held weekly office hours and graded SQL coursework for graduate students in the MS Marketing Analytics program.

### Media Executive, White Rivers Media, Mumbai, India

April 2022 - December 2022

- Managed \$100K+/month in paid media across 6 global brands including Universal Pictures India and Pernod Ricard.
- Delivered a 1.4x lift in link-click ROI through a rebuilt bidding framework and dashboard overhaul.
- Executed campaigns for Jurassic World and other Universal Pictures India theatrical releases.
- Built pitch decks, media plans, and campaign dashboards that translated paid media data into clear narratives for client teams.
- Earned certifications in Google Ads (Display, Search, Shopping, Video), Google Tag Manager, and Meta Blueprint.

### Business Development Associate, BYJU'S, Surat, India

November 2020 - March 2022

- Hit 70% of the annual sales target in 6 months. Awarded top 5% salesperson after delivering 4x sales.
- Held a 100% customer retention score through the 15-day refund window.
- Mentored 4 trainees end-to-end through the sales cycle. All four received offers, against a 40% baseline conversion.

### Digital Marketing Executive, Bon Appetit, Mumbai, India

August 2019 - October 2020

- Grew Instagram from 0 to 20K+ followers in 5 months via paid social and content strategy.
- Owned the Meta Ads account and the day-to-day content calendar.

## TECHNICAL STACK

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- **AI & Automation:** n8n (30+ workflows, 10+ in production at Summit Rx), Zapier, Claude (Opus, Sonnet, Haiku), ChatGPT, Claude Code, Custom GPTs, MCP, Make, Higgsfield
- **Marketing Ops & CRM:** HubSpot (daily), Brevo, LeadSquared, Google Tag Manager, A/B testing, Attribution
- **Analytics:** Looker Studio, Google Analytics (GA4), Google Cloud Console, Tableau, SQL, Python
- **E-commerce & Web:** Shopify (theme code, Liquid + JS), HTML/CSS, Wix
- **Digital & Paid Media:** Google Ads, Meta Ads, LinkedIn Ads, Amazon Ads, SEMrush

## EDUCATION

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### MS Marketing Analytics, Clark University, Worcester, MA | CGPA 3.91/4.0

January 2023 - May 2024

- **Honors:** Beta Gamma Sigma (top 10% of the university)
- **Coursework:** Marketing Analytics, Business Intelligence, Python & SQL, Statistics, Information Systems

### BE Information Technology, Mumbai University | CGPA 3.5/4.0

July 2015 - May 2019