

Amit Waghmare (Visa: Stamp 4 Ireland)

+353877055838 | p14waghmarea@iimidr.ac.in | Dublin, Ireland

Summary

Highly motivated and results-driven professional with 7+ years of experience in sales, finance, operations, automation, and digital marketing, specializing in leveraging advanced analytics, machine learning, and business intelligence tools to drive actionable insights and strategic decision-making. Proven track record of collaborating with cross-functional teams and senior stakeholders to execute high-impact initiatives and achieve tangible business outcomes.

Experience

Google Ireland | Dublin, Ireland

Business Finance Analyst (Search Product), EMEA | 06/2022 - Present

- **Partnered with senior leadership** to define and execute strategic growth initiatives for Search business in EMEA markets, leveraging data-driven insights to inform key decisions.
- **Led deep-dive analyses and product incrementality studies:** Implemented advanced statistical and ML models (e.g., A/B, t-test, probability distribution, Fargo Google's internal ML model) to quantify the impact of product initiatives and identify growth opportunities.
- **Automated performance reporting with Python:** Extracted actionable insights from large datasets and leveraged Generative AI to translate them into human-readable reports for senior leaders, saving significant time and improving efficiency.
- **Developed forecasting models:** Accurately predicted product sales headroom and future revenue potential, resulting in a 10% growth in key verticals.
- **Collaborated with cross-functional teams** to devise integrated sales incentive structures and GTM strategies, optimized go-to-market strategies and sales processes, ensuring alignment with overall business objectives.
- **Built and automated ETL processes using SQL:** Streamlined data processing for performance insights, improving efficiency and data accuracy.

Google Ireland | Dublin, Ireland

Account Manager (Ads Strategy Consultant) | 10/2020 - 05/2022

- **Managed client portfolio and drove revenue growth:** Successfully managed a portfolio of 55 clients with over \$XXM in annual revenue, developing long-term growth plans tailored to individual client needs.
- **Enhanced client satisfaction and retention:** Fostered strong client relationships through regular engagement, performance reviews, and proactive communication, resulting in high client satisfaction and retention.
- **Optimized digital marketing campaigns:** Optimized Google Ads spend and increased ROI by +10%, successfully transitioning clients from traditional to digital marketing strategies.

Google India | Hyderabad, India

Digital Marketing Strategist, US Mid Market Sales | 07/2018 - 09/2020

- **Developed and executed high-impact sales strategies:** Successfully developed and implemented sales strategies that resulted in significant revenue growth exceeding +\$XXM annually, maintaining a 30% year-on-year growth rate.

Clairvolex | Bangalore, India

Data Scientist | 04/2018 - 06/2018

- **Developed a machine learning model for patent prediction:** Built a machine learning model with ~90% accuracy to predict the licensing and sales potential of patents, currently in use by Clairvolex.com.

Wipro | Bangalore, India

Business Analyst | 06/2016 - 03/2018

- **Developed text analytics models using SPSS to enhance customer sentiment analysis:** Led to a 20% reduction in service complaints and increased customer satisfaction scores.
- **Implemented Six Sigma methodologies to improve operational efficiency:** Achieved a 37% reduction in P1 incidents, minimizing service disruptions and enhancing customer experience.

Certificates & Projects

- [Google Advanced Data Analytics Certificate](#) (06/2023 - 12/2023)
(Data Science, Hypothesis Testing, EDA, Machine Learning)

- [DeepLearning.AI TensorFlow Developer Professional Certificate](#) (01/2024 - 03/2024)
(CNN, NLP, RNN, Time Series Forecasting)
- [Customer Churn Prediction Model](#): Built a predictive model achieving ~88% accuracy on Kaggle's test dataset to classify customers likely to churn for a leading financial institution.
- [Paper - SAE International Conference](#): Co-authored and presented a paper on "Engine Start Stop System" at SAE International conference.
- **Sigma Green Belt Award — Wipro Ltd**: Reduced P1 incidents using Six Sigma methodologies, achieving a 37% reduction and minimizing service disruptions.

Skills

Business Analysis, Quantitative Analysis, SQL, Forecasting, A/B Testing, Machine Learning, Feature Engineering, EDA, Dashboard, Data Visualization, Google Analytics, Google Ads, Tableau, Looker, Stakeholder Management, Communication skills, Six Sigma Green Belt, Financial Analysis, Business Intelligence, Process Improvement, partner insights

Education

Indian Institute of Management | Indore, India
Marketing, Sales, Finance, Business | 05/2016

Shivaji University | Sangli, India
Electronics Engineering | 06/2012

Languages

English, Hindi, Marathi (Marāṭhī)