

# Nikita Shiledarbaxi

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## KEY SKILLS

### Marketing:

Technical writing, content publishing, video production and editing, SEO, developer engagement, GTM strategy, customer interactions, enterprise messaging, social media messaging, partner enablement, SaaS positioning, hosting webinars, presentations, web content optimization

### Software:

Adobe Experience Manager (AEM), Adobe Customer Journey Analytics (CJA), TechSmith Camtasia (video production), Yoast SEO (WordPress), GatherContent (web content operations), Google Colab, Jupyter Notebook, IBM Cloud Engine, Intel Tiber AI Cloud, Gradio, Flask

### AI/ML and Data Science Libraries and Frameworks:

NumPy, SciPy, Pandas, Scikit-learn, Seaborn, Matplotlib, Keras, TensorFlow, PyTorch, Hugging Face Transformers, IBM Watsonx.ai, OpenAI APIs, RAG

### Programming and Scripting:

Python, R, C/C++, JavaScript, SQL

## PUBLICATIONS

- [Intel Developer Zone \(IDZ\) Tech Articles](#)
- [Intel Community Blogs](#)
- [Analytics India Magazine Blogs](#)
- Bi-iterative Optimized k-Nearest Neighbors (BiO-kNN) Algorithm [Research Paper](#), *Proceedings of the 4<sup>th</sup> International Conference on Information and Communication Technology for Competitive Strategies (ICTCS 2019)*, Taylor & Francis Group

## PROFESSIONAL SUMMARY

Tech storyteller and ecosystem builder bridging the gap between engineering and marketing. Passionate about driving B2B AI and HPC software adoption through high-impact content creation, developer engagement, and strategic go-to-market (GTM) initiatives.

## PROFESSIONAL EXPERIENCE

### Software Tools Ecosystem Specialist (*Intel Corporation, USA*)

Feb 2023 - Jul 2025

- Curated 80+ technical articles and blogs, advocating Intel's AI and HPC software development tools, SYCL framework, and oneAPI programming paradigm
- Produced 10+ marketing videos on 'Intel Software' YouTube channel, attaining massive outreach of 250k+ viewers
- Amplified success stories and Intel's contributions to open-source communities through effective social media messaging, increasing developer outreach by 30%
- Led developer-oriented initiatives - hosted/ facilitated 15+ webinars (NPS: 50+), collegiate hackathons, meetups, and conferences, engaging with 5k+ developers and AI startups
- Collaborated with WebOps and legal teams for the launch, revamp and monthly releases of [Intel's AI and HPC Ecosystem Developer Resources portal](#), improving content discoverability and increasing user retention
- Managed and led publication of impactful B2B assets - case studies, testimonials and joint micro-sites - fostering GTM efforts with stakeholders and strategic partners of Intel's software ecosystem (Microsoft, IBM, Hugging Face, PyTorch Foundation, UC Berkeley, and University of Birmingham to name a few)
- Designed systematic analytics dashboards for tracking KPIs to optimize marketing impact, increasing page traffic by 20% and increasing content visibility

### AI/ML Software Marketing Engineer Intern (*Intel Corporation, USA*)

May 2022 - Aug 2022

- Developed 5+ high-impact technical assets, fueling the 'Why Intel AI Software?' campaign and increasing AI software awareness among developers
- Synergized with engineering and product teams to curate new oneAPI and AI code samples, enhancing developer adoption of Intel's software optimizations

### Technical Author Intern (*Analytics India Magazine, India*)

Jan 2021 - May 2021

- Became the voice of developers—curated 62 technical blogs based on AI/ML and Data Science innovations with hands-on experience of self-publishing and SEO

## EDUCATION

### Master of Computer Science (MCS)

Aug 2021 - Dec 2022

*Arizona State University, USA*

### Bachelor of Engineering in Computer Science

Aug 2016 - Apr 2021

*The Maharaja Sayajirao University of Baroda, India*

## CERTIFICATION

### IBM Generative AI Engineering Professional Certificate

Jul 2025 - Oct 2025

*Coursera (16 courses)*