

Bhakti Chokshi

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Ahmedabad, Gujarat, India

Profile

Data Engineer II with 3+ years building and operating large-scale AWS data pipelines for real-time and batch AdTech/DSP workloads.

Skilled in Spark, Kafka, Airflow/MWAA, SQL, AWS, Snowflake/dbt, real-time streaming, campaign/event data, APIs and system design, with production ownership across ingestion, orchestration, SLA adherence, observability, and data products.

Work Experience

InAppAd by IQM Corporation - Data Engineer II Jan 2026 - Present

- Redesigned the audience matching engine powering customer identity resolution workflows, implementing intelligent retry strategies, query optimization, Spark-based processing, and user-facing failure tracking, resulting in 98.92% uptime, 18% higher processing efficiency, and impact on ~60% of annual platform revenue.
- Designed the scheduling and orchestration layer for a distributed audience processing platform, developing a custom priority-ranking algorithm that balanced SLA deadlines, retries, and resource constraints, scaling concurrent audience executions from 50 to 3,000.
- Designed internal support intelligence and workflow automation systems that processed 700+ production incidents, improving issue triage, ownership tracking, and resolution effectiveness to 94%.
- Built Atlas, an internal code intelligence platform that scans Bitbucket repos and maps repo/service HLD-LLD across 140+ microservices with LLM-assisted impact analysis using AWS Bedrock.
- Built a shared library of composable AI workflows with integrated review, debugging, onboarding, and documentation capabilities, standardizing AI-assisted development across Data Engineering, Analytics, Data Science, and Tech Support teams.

InAppAd by IQM Corporation - Data Engineer I Jul 2023 - Dec 2025

- Built large-scale identity pipelines processing 5+ TB/day, supporting partition optimization, backfill orchestration, and identity graph updates.
- Built an automated IVT mitigation system integrating DoubleVerify feeds to identify and block fraudulent IPs and inventory in near real time.
- Improved real-time bidding orchestration reliability to 99.8% uptime and supported ~280K rows/sec high-throughput data pipelines.

InAppAd by IQM Corporation - Data Engineer Intern Jan 2023 - Jun 2023

- Built an end-to-end data enrichment system mapping 2,000+ influencer profiles using identifiable attributes.

Skills

Cloud: AWS S3, Glue, Lambda, ECS, EC2, SQS, SNS, API Gateway, IAM, Athena, MWAA, Kinesis, Kafka

Data Engineering: ETL/ELT, data pipelines, data modeling, analytics, Spark, Airflow, Snowflake, dbt, observability, distributed systems, data warehouse, streaming

AI/LLM: AWS Bedrock, Claude, Codex, n8n, LLM workflows

Languages: Python, SQL

Databases: PostgreSQL, MySQL, MongoDB, Redis, Aerospike, Snowflake

DevOps: Kubernetes, Docker, CI/CD, Jenkins, DataDog, Grafana, API design, system design

Privacy/Compliance: HIPAA, GDPR, CCPA, PII-safe data workflows

Education

Bachelor of Engineering (B.E.) in Information & Communication Technology

8.7/10 CGPA | Gujarat Technological University | 2019-2023

Certifications

- AWS Certified Data Engineer - Associate (DEA-C01), Amazon Web Services (March 2026)
- Data-Driven Solutions Certification, The Trade Desk (April 2025)

Awards

- The Everyday Hero - InAppAd by IQM Corporation (2025)
- Extra Mile Award - InAppAd by IQM Corporation (2024)
- Formula Bharat Winner (associated with GTU Motorsports) (2022)