

Aniket Goyal

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SUMMARY

Mechatronics Engineer who combines engineering knowledge with a customer-focused approach to technology sales. Experienced and passionate in bringing complex robotics, AGV, sensing, and automation technologies to industrial customers, with a broader background in software, marketing, and account management across the technology sector.

SKILLS

- **Programming Languages:** Python, HTML5, CSS3, SQL
- **Version Control Tools:** Git, VS Code, GitHub
- **CAD Design:** NX, SolidWorks, Canva, Figma

WORK EXPERIENCE

Technical Account Executive- Clearpath Robotics by Rockwell Automation
Waterloo, ON, Canada

May 2025- September 2026

- Owned and scaled a **\$5M+** pipeline (Defense, Academic, Industrial) across Canada and the U.S.; **closed \$2M+** in revenue with an **average deal size of \$50–60K** by managing 6+ month sales cycles.
- Represented the company at key industry events such as **Robotics Symposium, NERC at Cornell**; generated and converted high-quality leads into active opportunities, strengthening pipeline growth.
- Collaborated with cross-functional teams on **hiring and product strategy**; interviewed sales engineering candidates and incorporated customer feedback from major clients such as **Google, AMD, Meta Reality Labs, and U.S. federal agencies** to drive product and go-to-market improvements.
- Acted as a **technical liaison** for **AGV solutions** between customers, application engineering, and integration teams; translated complex requirements into deployable solutions, **reducing sales cycle time** and improving conversion rates.
- Managed inbound **RFQs** and leads via **Salesforce** and **JIRA**, maintaining 24–48hour response; qualified and nurtured opportunities, achieving **70%** conversion to warm/active deals and improving win rates.

Sales Account Analyst- Accenture Inc
St Catharines, ON, Canada

October 2024- Present

- Optimized **ad performance** through **A/B testing** of ads and ad sets, analyzing **CTR, CPC**, and conversion rates to select top-performing strategies, achieving a **45% ROI** boost and a **30% CPR reduction**.
- Collaborated closely with clients to identify their goals and design customized **advertising strategies**, enhancing client satisfaction and increasing retention rates by 25%.
- Managed monthly ad budgets exceeding **\$50000**, consistently delivering measurable **ROAS** while aligning campaigns with advertiser **KPIs**.
- Utilized **CRM software** to log and manage customer information efficiently while leveraging **Power BI** to analyze **daily performance metrics**, enabling data-driven decisions that optimized ad campaigns and improved client **ROAS by 20%**.

Strategy and Marketing Lead (Startup) - OpenCore Group
Toronto, ON, Canada

March 2024- October 2024

- Developed certain pages using **HTML, CSS** and **ReactJs** for the OpenCore team, received positive feedback resulting in **30%** more customer rate.
- Led Digital marketing campaigns across LinkedIn & **designed B2B marketing campaigns** using tools like **Marketo-Adobe** etc.
- Collaborated with design and software teams on **QA and QC processes** for the company website and **SaaS** products, resulting in significant enhancements to the user interface and **overall user experience**.
- Devised growth strategies using organic marketing frameworks, **increasing traffic flow by 10%**, by optimizing the website for higher **SEO ranking**.

Account Manager/ Junior Engineer- Wenglor Sensoric Group Canada, Inc
Mississauga, ON, Canada

June 2023- December 2023

- Collaborated with **OEMs, end-users, and partners** to enhance **machine vision camera** and sensor use, increasing customer engagement by 20%.

- Conducted machine vision **technology demos** and **testing** for industries like **Food and Beverage, Automotive, and Packaging**, improving accuracy and efficiency.
- Delivered proficient **technical support** and **customer service** for a variety of sensors, including **pressure sensors, flow sensors**, consistently meeting key performance indicators (**KPIs**).
- Utilized **CRM software** for customer relationship management, ensuring financial accuracy and handling **RFQs**, resulting in boosting satisfaction and business opportunities.
- Provided pre-and post-sales **technical support** for **vision** cameras and sensors, **reducing support tickets by 20%**.

PROJECTS

PLC Based Box Sorting and Manipulation System– Ontario Tech University

January 2023-March 2023

Ladder Logic, Factory I/O

- Designed and developed a PLC-based box sorting and manipulation system for an industrial environment that received boxes from an upstream conveyor and sent them down to a packaging machine.
- Developed the PLC program using **Ladder logic** and utilized **Factory I/O software** for Rapid Control Prototyping in a virtual simulation environment to simulate the process and test the program's functionality.
- Integrated sensors and actuators into the system to ensure precise box sorting and manipulation resulting in a more effective industrial system.

Robot Pick and Place and Inspection using vision system | SPEL+, Robot Controller

September-December 2022

- Performed efficient **pick and place operation** and part inspection process, by integrating the **vision system** with the EPSON Pro Six PS3 robot.
- Calibrated the vision system by teaching six points using **fixed downward calibration**, enabling the **EPSON Pro Six PS3 robot** to accurately identify the coordinates of randomly placed objects on a conveyor.

Autonomous Rescue Robot – C++, Microcontroller (Arduino), Git, Control theory

September-December 2022

- Developed an autonomous maze navigation algorithm in C++ and a **PID** wall follower to prevent collisions, resulting in accurate and collision-free maze solving on a physical robot.
- **Designed** and **programmed** a **robot** that navigates autonomously in a 2-level maze to rescue a miner.
- Utilized different **sensors** such as **ultrasonic, time of flight, and infrared** to get the distance and fed it to the algorithm which makes decisions based on the data from the sensor.

Data set Manipulation- Python3, Pandas, Pytest, PyCharm IDE

September- October 2022

- Developed a **Python project** leveraging Panda's data frame and dictionary data structure to efficiently split datasets into training and testing sets for training and evaluating various machine learning algorithms.
- Implemented **pytest** framework to automate testing procedures and validate consistency of dataset partitioning algorithms across diverse datasets and input scenarios.
- Integrated pytest with **continuous integration pipelines** to automate test execution and enable early detection of regressions and performance issues.

VOLUNTEERING EXPERIENCE

Research Mentor- Mitacs Inc

April 2023 - Nov 2023

Toronto, ON, Canada

- Guided undergraduate students from across the world to develop their research goals, plans, and **troubleshooting abilities**, leading to successful research completion.
- Strengthened **mentoring skills**, led to improved student outcomes, and established a culture of continuous learning, leading to successful project outcomes and academic achievements.

Outreach Coordinator– Enactus Ontario Tech

August 2022 – April 2023

Oshawa, ON, Canada

- Executed monthly skill-oriented workshops on **AI, financial literacy, community development**, and entrepreneurship, doubling member engagement.
- Received **Project Accelerator** funding for the Project from **RBC, Scotia, and HSBC** worth **3000 CAD** which helped in growing the size of the project and the day-to-day operations.

EDUCATION

Ontario Tech University – Oshawa, ON, Canada

September 2019- May 2023

Mechatronics Engineering, BEng (Hons)

Relevant Coursework: Industrial Automation, AI and Machine learning, CAD, Robotics and Automation, Control systems, Actuators and Power Electronics, Sensors and Instrumentation, Mechatronics Design, Real-Time Embedded Systems

INTERESTS

Research | Software | Automation | Podcasts | Marketing B2B| Startups | Leadership| System Design | Community Involvement