



Re: Reference for Sanket Baraiya - Automation Engineer

To Whom It May Concern,

We are delighted to recommend **Sanket Baraiya**, who worked with me Kobi Omenaka at **Kobestarr Digital** as our Automation Engineer from **June 2024 through January 2026** on a long-term retainer.

During this period, Sanket helped transform several of our business operations by designing and implementing automation solutions tailored to our workflows. His contributions included automating social media publishing, creating weekly newsletter workflows, building systems to collect and process information on newly released movies and TV shows, and developing Google Analytics automations. He leveraged platforms such as Make, Zapier and n8n extensively, while also writing custom scripts whenever a more specialized solution was required.

One aspect I was always impressed with was Sanket's willingness to do deep research and come back with working solutions. That trait is rare. This willingness to learn helped us out on a number of occasions.

The automations Sanket delivered have had a meaningful impact on our day-to-day operations. They have reduced repetitive manual work, improved operational efficiency, and increased the accuracy and consistency of our processes, allowing our team to focus on higher-value initiatives.

In addition to his technical capabilities, Sanket has consistently demonstrated reliability, excellent communication, and a proactive approach to his work. He not only delivers well-designed automation systems but also ensures their continued performance through ongoing maintenance, monitoring, and prompt issue resolution. His ability to collaborate effectively across different time zones made him a dependable extension of our team.

We highly recommend Sanket to any organization looking for an experienced and friendly automation professional who can build robust, scalable workflows and provide dependable long-term support. I'm sure he will be a valuable asset to any business looking to improve efficiency through automation.

Regards,

A handwritten signature in black ink, appearing to read "Kobi Omenaka", written in a cursive style.

Kobi Omenaka - Founder and Principal Consultant

Kobestarr Digital

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