

# Sachin Kharat

## Senior Digital Marketing Executive

📍 Pune ✉ sachinkharat.c@gmail.com ☎ 9503814589 🔗 sachinkharat.com in SachinKharat 🎓 BE. Electronics

### Professional Summary

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Enthusiastic and practical Digital Marketing Professional with nearly 04 years of experience in B2B and B2C marketing. Currently working as a Senior Digital Marketer at ProRelix Research LLC, responsible for team leadership and management, and implementing strategies across all domains with a mix of creative work. Highly skilled in SEO (AI-powered SEO), LLM optimization, WordPress development, blogging, graphic design, video editing and animation, content marketing, paid ads (PPC, Meta Ads, Google Ads), email marketing, social media (SMO/SMM), as well as deep analytics and KPI measurement. Strong technical skills in hosting, servers, domains, DNS, and cPanel. I am a passionate and quick learner, always eager to learn, and believe in the power of AI in marketing while seeking an opportunity to continue growing and contribute my expertise. [My Portfolio](#) 🔗

### Core Skills

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- **Search Engine Optimization** SEO (*On-page SEO, Off-page SEO, Technical SEO, and Local SEO*).
- **LLM Optimization** (AEO, GEO, SXO, AIO), Generative AI applications, and Prompt Engineering.
- **WordPress Development** (*Responsive, SEO-Optimized Websites, LMS, Business, and multiple niche blogs*). [Site](#) 🔗
- **Paid Ads, PPC** Campaigns (*Google Ads, Meta Ads*).
- **Graphic Design** (*Canva, Illustrator, Various AI tools*). [My Graphics Work](#) 🔗
- **Corporate Video & Course Tutorial Animation Creation** (*Mango Animation, InVideo, Canva, Animaker*). [My Work](#) 🔗
- **Social Media Marketing (SMM)** and **Social Media Optimization (SMO)** (*LinkedIn, Instagram, Facebook*).
- **Content Marketing** (Audio, Video, and Graphics) & Blogging in Healthcare, Education, and Technology.
- **Email Marketing** (*A/B Testing, Newsletter Campaigns with Mailchimp and Zoho Email Campaigns*).
- **Google Search Console, Google Analytics (GA4), Google Tag Manager (GTM), Google Page Speed Insights, Google Keyword Planner and Google Trends.**
- **Technical Skills:** Domain, Web Hosting, DNS Management, Cloudflare, Server Configuration, cPanel, hPanel, Email Server Setup & Functionality (POP, IMAP, SMTP), Email Authentication (SPF, DKIM, DMARC), & Zoho Admin Console.
- **Team Leadership and Management Skills:** As a Line Manager, I drive team performance by setting clear KPIs and assisting with decision-making and problem-solving, focusing on guiding and motivating the team, and implementing results-based strategies to deliver measurable business outcomes.

## Education

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**BE**      **Savitribai Phule Pune University (SPPU), Electronics Engineering**

May 2016

- Graduated with First Class Distinction, AVCOE Sangamner.

## Work Experience

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**ProRelix Research, Senior Digital Marketing Executive, (Jan 2022- Till Present, Pune)**

- Responsible for leading and managing a Digital Marketing team of 3 to 4 members, including juniors and interns.
- Strategic implementation and execution of all domains through skills in SEO, WordPress, Graphics, Video, Animation, Email, Content, Paid Ads, and LLMs Optimization (Targeted locations: USA, India, and Europe.)  
Domains: [ProRelix Research](#), [ProRelix Education](#), [Atvigilx](#), and [ProCTTH](#).
- Achieved top 10 rankings for organic keywords in the USA, India, and Europe through on-page and off-page SEO.
- Successfully appeared in Google AI Overviews and GenAI platforms (ChatGPT, Perplexity) for multiple queries through LLMs optimization and implementation of AEO, GEO, and AIO techniques.
- Increased potential organic website leads by 3x through SEO techniques and social brand awareness.
- Developed SEO-friendly WordPress website and LMS platform in-house, individually, and with the team, while also training team members in development. Developed sites : [ProRelix Research](#), [ProRelix Education](#)
- Increased social media engagement by 30 percent and organic followers by 60–70 percent through graphics, videos, and using my expertise. [My Graphics Work](#) [Linkedin Page](#)
- Developed animated course tutorial videos for the LMS platform using various AI tools and launched four online courses. [My videos and animation Work](#)
- Boosted website traffic by 30 percent and improved open rates by 40 percent by performing A/B testing on Mailchimp and implementing email newsletter automation via IceGram.
- Consistently improving my skills in Paid Ads (PPC) on Meta Ads and Google Ads by experimentation, also focusing on trend-based skills: AI automation in marketing.

## Tools & Technologies Used





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- **SEO Tools:** Google Search Console, Google Analytics, Google Keyword Planner, Google Trends, SEMrush, Ahrefs, Ubersuggest, Moz, AnswerThePublic, Small SEO Tools, Duplichecker, Screaming Frog SEO Spider, Google PageSpeed Insights, GTmetrix, RankMath, and Airlift.
- **AI Tools for Content:** ChatGPT, Perplexity, Google Gemini, ElevenLabs AI, Rytr, and HumanWriter.
- **Web & CMS:** WordPress, Elementor, HTML (Basics), and MasterStudy LMS.
- **Graphics & Video Tools:** Canva, Napkin AI, Adobe Illustrator, InVideo, CapCut, Mango Animation Whiteboard, Mango Animation Maker, and Animaker.
- **Email & Automation:** Mailchimp, Zoho Campaigns, and Icegram.

- **Marketing Tools:** Google Ads, Meta Ads, Google Tag Manager, Google Analytics, and Google Search Console.
- **Communication & Team Tools:** Zoho Cliq, Zoho WorkDrive, Skype, and Google Workspace.
- **Domain & Hosting Management:** GoDaddy, Bluehost, cPanel, Hostinger (hPanel), Zoho Mail, and Cloudflare.


## Certifications & Achievements

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- Generative AI Leadership Certification – *Powered By Google Cloud, Coursera* [Credential](#) 
- 410-101: Meta Certified Media Buying Professional Exam Course - *Powered By Meta Blueprint Facebook* [Credential](#) 
- Content Marketing Certified – *Powered By HubSpot* [Credential](#) 
- WordPress Development – *Digital Pushkaraj*
- Fundamentals of Digital Marketing – *Powered by Google Digital Garage* [Credential](#) 
- "Quick Learner" Quarterly Award – *ProRelix Research*

## Personal Details

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- **Name:** Sachin Kharat
- **Date of Birth:** 18/03/1993
- **Marital Status:** Married
- **Hobbies:** Drawing, Graphic Design, learning new skills, and exploring AI tools.
- **Strengths:** Creative Thinking, Quick Learner, Team Leadership & Management, Strong Technical Knowledge, Problem-Solving Skills, Self-Motivated, and Goal-Oriented.
- **Languages Known:** English, Hindi, and Marathi.
- **Portfolio:** [www.sachinkharat.com](http://www.sachinkharat.com)  | **LinkedIn** [Sachin Kharat](#) 