Sachin Kharat

Digital Marketing Professional

Pune | sachinkharat.c@gmail.com | 9503814589 | sachinkharat.com | SachinKharat | BE. Electronics

Professional Summary

Enthusiastic and practical Digital Marketing Professional with nearly 05 years of experience in B2B and B2C marketing. Currently working as an Associate Team Lead 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

- **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

BE **Savitribai Phule Pune Univesity (SPPU), Electronics Engineering** May 2016

- Graduated with First Class Distinction, AVCOE Sangamner.

Work Experience

ProRelix Research, Associate Team Lead (Digital Marketing) (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

- **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

- 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*
- "Excellence Performer Recognition for the Financial Year 2025–2026." Annual Award – *ProRelix Research*

Personal Details

- **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 | **LinkedIn** Sachin Kharat