

Nikhil Khedlekar

Content Strategist, Content Developer,
Generative AI Specialist



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Pune, MH, India

Indian

27th August 1995

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🌐 SPOKEN LANGUAGES

English

B2 Working Proficiency

Marathi

C2 Working Proficiency

Hindi

C2 Working Proficiency

📄 CERTIFICATES

The Fundamentals of Digital Marketing

— Cert ID: RAB 6X5
CXY - Google - June 2023 -

Google UX Design

Specialization — Google - Feb
2023

SEO fundamentals exam —

Semrush Academy - May 2019

Certified Course On Digital

Marketing — MSME Technology |
Development Centre - Aug 2018

📄 PROFILE SUMMARY

AI-enabled Content Systems Strategist with 8+ years of experience transforming traditional editorial & system workflows into scalable, automation-driven content ecosystems.

Expertise in Generative AI integration, programmatic SEO strategy and CMS architecture that increases publishing velocity and indexed growth while reducing production overhead.

Operates at the intersection of content, technology and performance infrastructure.

📄 PROFESSIONAL EXPERIENCE

Content Writer (Strategic & AI-Led Content Operations)

TechDogs Marketing Pvt. Ltd. 📄

January 2024 – January 2026 | Pune, India

- Published ~500+ AI-assisted articles 📄 annually across enterprise and emerging tech domains, improving publishing scalability and editorial consistency, without a proportional increase in operational cost.
- Reduced news publishing turnaround time from 2-4 hours to ~1 hour by implementing structured Generative AI workflows and custom GPT integrations.
- Re-engineered long-form publishing pipeline from a 30-day delay cycle to a 2-day execution framework, accelerating go-to-market velocity.
- Structured pillar-cluster content architecture aligned with search-intent hierarchies, contributing to ~3x organic traffic growth in 6 months, also increasing indexed pages and keyword visibility.
- Integrated industry data, market statistics and analyst insights into long-form and thought leadership pieces to strengthen authority and research depth.
- Built and scaled an AI-assisted short-form social media content 📄 framework across multi-platform formats, growing follower base from 500 to 8K in 6 months (~60% growth per month) on Instagram and improving engagement by ~40% across all channels.
- Designed and deployed a branded URL-shortening 📄 infrastructure prototype using Firebase, Firestore and Netlify, implementing authentication, duplicate URL validation and internal link mapping logic, exploring internal tooling efficiency and SaaS extensibility potential.
- Implemented ClickUp across a 30-member team, introducing standardized workflow tracking and operational transparency.

Technical Content Writer

CredenTek Software & Consultancy Pvt. Ltd. 📄

March 2022 – August 2023 | Pune, MH, India

- Led WordPress-based website revamp using structured UI/UX and SEO architecture, improving search visibility and digital positioning.
- Produced technical documentation and product manuals, simplifying complex solutions for end-user adoption.
- Designed marketing collateral and product communication assets 📄 across print media, web, social and video 📄 platforms.
- Managed recurring blog 📄 publishing and social optimization to strengthen brand presence and organic acquisition.

CORE EXPERTISE & TECH

AI-Enabled Content Systems ● ● ● ● ●

Capabilities

- Generative AI workflows
- Prompt engineering frameworks
- Content automation & publishing pipelines
- AI-assisted prototyping
- CMS architecture & structured publishing

Tools & Tech

- ChatGPT, Claude, Gemini, Ollama
- Nano Banana, Dall-E
- Cursor, Windsurf, Antigravity, VS Code
- WordPress, Kentico, Sanity
- Supabase, Firebase, Vercel, GitHub
- Figma, Canva

Search Strategy & Performance Infrastructure ● ● ● ● ●

Capabilities

- Search intent strategy
- Programmatic content frameworks
- Keyword intelligence modeling
- Content performance analytics

Tools & Tech

- GA4, Search Console
- Ahrefs, Semrush, Moz, SimilarWeb
- Keyword Planner, Trends
- Meta Business Suite

IT Project Coordinator

GrootUp Media & Solutions LLC

March 2021 – March 2022 | Wilmington, DE, USA

- Coordinated frontend and CMS development for client products across WordPress and Firebase-based systems.
- Designed wireframes and UI prototypes in Figma, translating client requirements into structured digital products.
- Managed on-page and off-page SEO initiatives achieving competitive keyword rankings across client portfolios.
- Monitored performance using analytics and SEO tools to optimize search visibility and traffic acquisition

Technology Freelancer

Self-Employed

June 2017 – March 2021 | Nashik, MH, India

- Designed, developed and optimized WordPress-based client websites across service industries.
 - Implemented foundational on-page SEO strategies achieving competitive LSI and generic keyword rankings.
 - Delivered UI/UX prototypes, frontend development and performance maintenance for international clients.
- Future ACE - <https://www.future-ace.com> 
- Citrus-A-Peel Cleaning - <https://www.citrusapeel.com> 
- Zen Generators - <https://www.zengenerators.com> 
- ForShore Painting - <https://www.forshorepainting.com> 

EDUCATION

Diploma In Computer Technology

K.K.Wagh Polytechnic

June 2011 – June 2014 | Nashik, MH, India

S.S.C. Education

Fravashi Academy

June 2011 | Nashik, MH, India