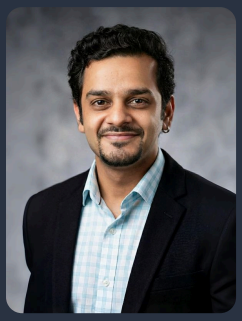
Nikhil Khedlekar

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

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

PROFILE SUMMARY

AI-enabled Content Systems Strategist with almost a decade of experience transforming traditional editorial & system workflows into scalable, automation-driven content ecosystems.

Expertise in Generative AI integration & evaluation, STEM & Coding, programmatic SEO & content 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

AI Quality Analyst
Project Gemstones, Turing (Contract)
September 2026 – Present | Pune, MH, IND

- Evaluate Gemini AI model outputs across accuracy, relevance, reasoning quality, instruction adherence, grounding, contextual understanding, and overall response quality.
- Conduct side-by-side (SxS) and multi-turn evaluations of model variants to identify differences in response quality, consistency, contextual reasoning, and task completion.
- Test AI personalization and connected-service integrations, validating how models retrieve, interpret, and apply contextual information from conversation history and connected Google services.
- Investigate and document model failures, evaluation bugs, inconsistencies, and edge cases, analyzing failure patterns and providing evidence-based rationales for quality judgments.
- Perform structured AI quality testing and rubric-based evaluation, identifying factual errors, reasoning gaps, instruction-following failures, contextual mismatches, hallucinations, and inappropriate use or omission of available context.
- Design and execute test prompts and conversational scenarios to evaluate model behavior across different task types, user contexts, and interaction flows.
- Apply human-in-the-loop (HITL) evaluation methodologies to assess model reliability, consistency, contextual grounding, and user-facing response quality.
- Provide clear, structured evaluation feedback and root-cause observations to support model improvement, benchmark quality, and refinement of AI behavior.

AI Evaluation Specialist
Project Mareen, Mercor - (Contract)
March 2026 – August 2026 | Pune, MH, India

- Evaluated and optimized AI-generated content across reasoning, accuracy, tone, and structural quality.
- Designed and refined prompts to improve consistency and performance of long-form outputs.
- Contributed to scalable human-in-the-loop review systems for editorial and knowledge-based tasks.
- Worked within Mercor-powered AI workflows to benchmark content quality and identify failure patterns.

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.

CORE EXPERTISE & TECH

AI-Enabled Content Systems

Capabilities

- AI Evaluation, Training Data & LLM Quality Assurance
- 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

CERTIFICATES

Introduction To Agents — *Mercor - Oct 2026*

AI Fluent Marketing Professional — Calyptus - April 2026

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*

Nikhil Khedlekar, nikhilkhedlekar3@gmail.com

- 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.

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

PROJECTS

Watchtower
Automated web monitoring and notification system
August 2026 – August 2026

- Built and deployed a Python-based monitoring application on Oracle Cloud Infrastructure (OCI) Linux.
- Used Playwright to monitor web-based task availability and detect newly available surveys and Request IDs.

PUBLICATIONS

Everyone Wants You To Use AI (Until You Actually Do!)
AI Ethics
June 2026

- Authored an opinion piece exploring the gap between organizational enthusiasm for AI-driven productivity and the scrutiny employees face when using AI in their own work.

Examines workplace attitudes toward AI-assisted assignments, automation, productivity, and the evolving boundaries of responsible AI use.

Why SEO Matters For Local Businesses!
Nikhil Khedlekar
April 2019

- Authored an article explaining the importance of local SEO for businesses, covering how search visibility, location-based discovery, and organic search strategies can help businesses connect with potential customers.

- Implemented session recovery, authentication checks, duplicate detection, browser restart handling, and email notifications through SMTP.
- Configured persistent execution using Linux systemd services, environment variables, and application logging.

Branded URL Shortener
Firebase-powered branded URL management system
November 2024 – November 2024

- Prototyped a branded URL-shortening application with Firebase Authentication and Firestore.
- Implemented user authentication, duplicate URL validation, and internal link mapping logic.
- Used Netlify for deployment and application hosting.

Agentic AI Content Production System
AI-driven content production through agentic tool orchestration
August 2026 – August 2026

- Designed and orchestrated an agentic content production workflow using Claude Code, defining its content rules, editorial standards, business voice, and execution requirements.
- Enabled task-driven tool selection across web research, keyword analysis, content planning, image generation through Canva MCP, SEO validation via Google Trends, and internal/external linking.
- Integrated Google Search Console, Google Trends, and the WordPress REST API into the workflow.
- Configured the system to generate and prepare WordPress drafts, with human editorial review before publication.

Audio Analysis & Comparison Automation
Machine learning-based audio analysis and browser automation
November 2026 – November 2026

- Developed an AI-assisted audio analysis workflow using Python, Playwright, PyTorch, torchaudio, and SpeechBrain.
- Integrated ECAPA-TDNN speaker embeddings and cosine similarity to support speaker similarity analysis.
- Applied voice activity detection and acoustic features such as pitch to support audio comparisons.
- Automated browser-based task detection and structured audio assessment workflows.