

Rachit Sharma

Digital Marketer | AI-Powered Marketing

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Portfolio: <https://rachitportfolio-rouge.vercel.app> | LinkedIn:
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<https://github.com/Rachit-Sharma08>

Professional Summary

Digital marketer from Kaithal, Haryana, who uses AI tools to build brands, campaigns and creative projects. Works hands-on with 25+ AI tools for content, voice, search optimisation and product building, and develops own AI products alongside studies. Seeking an entry-level digital marketing role where AI-driven work can support real campaigns.

Skills

- Digital Marketing: AI-powered digital marketing, Google Ads, Meta Ads, brand building, campaign building, creative content creation with AI
- Search Optimisation: SEO, AEO (Answer Engine Optimisation), GEO (Generative Engine Optimisation), structured data, llms.txt
- AI Tools: OpenAI GPT, Claude, Gemini, ElevenLabs, Cartesia AI, OpenCode (25+ AI tools in total)
- Voice AI: speech-to-text and text-to-speech tools, including ElevenLabs, Cartesia AI and Groq Whisper
- Web Development: AI-assisted website building and deployment (React, TypeScript, Vite, Supabase, Vercel)

Projects

Personal Portfolio Website | <https://rachitportfolio-rouge.vercel.app>

- Designed and launched a personal portfolio with project, resume and blog pages, built with AI coding agents (React, TypeScript, Vite, Supabase, Vercel).

- Set up search and AI-assistant visibility (SEO, AEO and GEO): sitemap, structured data, llms.txt, answer-first Quick facts, clear page titles and descriptions, and automatic deployment on Vercel.

Jarvis, Personal AI Voice Assistant | Prototype

- Built a prototype Windows voice assistant with a HUD-style interface, speech recognition and spoken replies; wake-phrase activation is in progress.
- Combines several free AI providers (Groq, Gemini, OpenRouter, NVIDIA) with automatic switching when a usage limit ends; covered by automated tests.

VoiceMemories AI | Paused

- Concept and product design for an AI product that lets a person have a warm, supportive conversation with a loved one's recreated voice, including live calls, made for people who have lost someone.
- Currently paused because of funding; plan to return to it.

Education

Bachelor of Business Administration (BBA), RKSD College, Kaithal (Kurukshetra University) | 2026 - Present

Digital Marketing with AI, Zedking Group of Institution | 2026

Class XII (CBSE) | 2026

Class X (CBSE) | 2024