KHEMRAJ RIKHARI

Digital Marketing Manager | B2B eCommerce Growth | AI Product Builder

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager and AI Product Builder with 5+ years of experience scaling B2B eCommerce brands from zero to revenue. Grew PackTHC from zero to $557K+ in gross sales (12 months) with zero paid advertising driven entirely by SEO, content, and organic strategy. Achieved 41,748 total sessions, $51,908 in email-attributed revenue via PushOwl/Brevo, and a 39.77% returning customer rate. Built 3 live AI products a Shopify 3D Label Configurator, a 6-Tier pricing automation app, and a bilingual AI Voice Calling Agent handling 1,000+ calls/day. Scaled Google Merchant Center to 2,620 approved products. Expert in GA4, Meta Ads, Google Ads, SEO/SEM, CRO, Agile delivery, and cross-functional team leadership.

CORE COMPETENCIES

Performance Marketing: Meta Ads Manager, Google Ads, GA4, GSC, GTM, SEMrush, A/B Testing, CRO, PushOwl, Brevo

eCommerce & Platforms: Shopify Plus (theme dev, custom apps, automation), Laravel/PHP, WordPress, Elementor

SEO / SEM: On-page SEO, Technical SEO, Keyword Research, GSC, Ubersuggest, Keyword Planner, Google Shopping

AI & Automation: ChatGPT, Claude (Anthropic), DALL·E, Midjourney, ElevenLabs, Make (Integromat), Twilio, Runway ML, Veo 3, Higgsfield AI, Kling 3.0, Nano Banana Pro

Project Management: Zoho Projects, Zoho CRM, Zoho Voice, Jira, Agile/Scrum, Sprint Planning, Cross-functional Leadership

Analytics & Reporting: Google Analytics 4 (GA4), Shopify Analytics, Microsoft Clarity, Similarweb, Meta Insights, Google Merchant Center

Design & Content: Canva, Adobe Photoshop, Premiere Pro, CapCut, Filmora, After Effects, UGC Strategy, Video Editing

Email & Lead Gen: Email Marketing, Push Notifications, Lead Generation, CRM Automation, Retargeting, Lookalike Audiences

PROFESSIONAL EXPERIENCE

Project Head - B2B eCommerce & AI Products | SVT LLC, Houston (Remote – Dubai) *Oct 2024 – Present*

Project 1: PackTHC - US Cannabis B2B Packaging (USA & Canada)

- Scaled PackTHC from zero to $557,181+ in gross sales (12 months, May 2025–Apr 2026) with zero paid advertising budget 100% organic growth via SEO, email, and content strategy.
- Drove $470,959 in net sales with an average order value of $2,247; single orders reaching $16,870 - demonstrating strong B2B bulk-buy behaviour.
- Achieved 39.77% returning customer rate and 200 fulfilled orders; generated $35,842 in GA4-tracked revenue in the most recent 30-day window (Apr–May 2026).

- Drove $51,908 in email-attributed revenue via PushOwl/Brevo (708 email subscribers + 158 web push subscribers) 34.83% open rate, 97.8% delivery rate, 2.2% push CTR, zero ad spend.
- Managed Google Merchant Center with 2,620 approved products and 539 organic Shopping clicks in last 28 days (+12.5% growth vs prior period).
- Grew organic search from zero to 201K impressions & 2,890 GSC clicks in 12 months; ranked 50+ keywords on Google (avg. position 21.3) zero domain authority at launch.
- Acquired 13,000+ new users; 41,748 total sessions Organic Search 15.4%, Organic Social 10.4%, Direct 66.3% - zero paid media.
- Launched Meta Ads test generating 1,954 landing page views at $0.15 CPR on $292.12 total spend audience 89% male, 25–44 age group.
- Built AI-powered Shopify storefront with 3,200+ product images via ChatGPT, DALL·E & Higgsfield AI - cut content production cost by ~90% vs. agency standard.
- Deployed custom Shopify 3D Label Configurator across 300+ products - delivered in under 2 months vs. 4–6 months via traditional agency.
- Engineered 6-Tier 'Buy More, Save More' pricing automation app eliminating manual quoting for B2B volume buyers.
- Set up 2 verified Google Business Profile locations (Houston TX + Hicksville NY); 234 customer interactions tracked; 5.0-star rating on Google.
- Led cross-functional team of 8 (3 developers, 2 designers, 3 marketers) delivering full digital infrastructure in under 60 days via Agile on Zoho Projects.

Project 2: PackThisMeal - Dubai Market Expansion (B2B Food Packaging)

- Leading end-to-end UAE market entry for B2B food packaging brand targeting Dubai food service, restaurant, and cloud kitchen industry.
- Overseeing live Laravel/PHP eCommerce platform with 250+ SKUs; executed 265-SKU inventory reconciliation and built 329-SKU B2B price sheet with 4-tier pricing structure.
- Built 32-slide investor deck for Reward & Cashback System to support UAE market fundraising; replicating organic growth playbook proven at PackTHC from Feb 2026.

Digital Marketing Manager & AI Product Lead | Six Sigma Digital · Dubai *Sep 2025 – Present*

- Leading digital marketing strategy and AI workflow integration for multiple client brands across UAE and India under Six Sigma Digital.
- Managing PackTHC (US B2B packaging) and PackThisMeal (Dubai market) as Project Head under SVT LLC - $557K+ revenue driven.
- Building and deploying AI automation systems: voice agents, content pipelines, and 3D product configurators across client projects.
- Cross-functional team leadership across development, design, and marketing - Agile delivery via Zoho Projects.

Creative Manager | Six Sigma Digital · Meerut *Jun 2024 – Nov 2025*

- Introduced AI-powered content & video workflows managing 5 client accounts simultaneously - reduced turnaround by 60–70% without adding headcount.
- Designed and executed full-funnel content strategy for Jain Shikanji: Reels, creatives, Meta Ads, GMB citation management - measurable uplift in footfall and Google Maps visibility.
- Managed Meta Ads performance reporting and campaign optimisation for 5 clients with weekly data-driven budget decisions.

Digital Marketing Manager | Career Launcher · Meerut *Feb 2022 – Feb 2023*

- Managed ₹30K–₹70K/month Meta Ads budget generating 12–15 qualified student leads/month at ₹1.5L avg. ticket size - contributing ₹18L–₹22.5L/month in enrollment pipeline revenue.
- Built full-funnel paid ad architecture for 5+ exam prep programs; implemented audience segmentation with retargeting and lookalike audiences - improved lead quality and reduced CPL.

Digital Marketing Manager | Mind Infinity · Meerut *Aug 2020 – Jan 2023*

- Managed integrated SEO, social, and paid media campaigns within ₹20K–₹50K/month budget building consistent lead flow for education brand over 2+ years.

- Executed Google Ads + Facebook Ads + Email marketing supporting consistent monthly enrollment pipeline; grew YouTube channel and SEO-optimised blog strategy.

Founder & Business Manager | Shawarma Crave · Ghaziabad *Mar 2022 – Jun 2024*

- Founded and scaled fast-food venture from zero to ₹1.4L/month peak revenue managing full operations: menu, supply chain, marketing, and 15-person team.
- Launched geo-targeted GMB + social media ads building online-to-offline acquisition engine on lean budget; built SOPs, shift management, and training protocols.

KEY AI PRODUCTS BUILT

AI Voice Calling Agent (Bilingual Hindi & English)

- Built proprietary AI voice pipeline handling 1,000+ calls/day via Make, ElevenLabs, and Twilio - automating inbound/outbound lead qualification and appointment booking.
- Live pilot with CRM integration for real-time lead capture, follow-up automation, and call disposition tracking - eliminated per-agent manpower cost entirely.

Shopify 3D Label Configurator & Pricing Automation (PackTHC - Live)

- Live custom Shopify app featuring 3D label configurator across 300+ products enabling B2B buyers to customise packaging in real-time before purchase.
- Integrated 6-tier pricing logic, upsell suggestions, and product bundling - driving higher AOV and reducing manual operations.

Kitchen Inventory Automation System

- Built AI-powered inventory system tracking 500+ SKUs with real-time stock monitoring, automated reorder triggers, and ML-based daily consumption forecasting to reduce food waste.

EDUCATION & CERTIFICATIONS

B.Sc. in Hotel Management *2015 – 2018*
Institute of Hotel Management, Lucknow

- Google - Fundamentals of Digital Marketing (Jun 2024)
- Udemy - MS Excel (Advanced)
- Foundations of Digital Marketing & E-commerce

LANGUAGES

Hindi (Native) | **English** (Professional Proficiency)