

AKASH GULRAJANI

EXPERIENCE

Content Strategist & Digital Marketing Manager (Jan 2019 - Present)

Global Academy of Meta Mind Alignment (Mumbai, India)

- Content creation, promoting, marketing and management of a range of online/offline training programs for corporate clients such as BYJU's, Rotary International, IMC Chamber of Commerce and Industry, Taj Group of Hotels, and many more.
- Website Design, Copywriting, and Social Media/Digital Marketing (Instagram, Facebook, LinkedIn, YouTube), lead conversion, social media analytics.
- Data analysis and report generation of executive coaching sessions with these clients.

AI Prompt Writer and Automation Consultant (March 2023 - Present)

Freelance - Various projects in NLP (Natural Language Processing) for a diverse range of clients on various platforms, including Upwork, Fiverr, PromptBase, etc.

- Developed a script that automates the generation of previews for market research reports, efficiently extracting key insights and summaries from extensive data.
- Static and Dynamic Website Content Writing.
- Automated content marketing articles and writing whitepapers for market research.
- Created specialized prompts that make large language models sound more human-like, enabling them to pass AI detectors and make the generated content sound more natural.
- Designing prompts and systems for parsing unstructured data into structured data using GPT-4
- Automating copywriting processes such as generating brand-specific social media captions, SEO articles, blog posts, website content, e-books, etc
- Created multiple "Concept to Prompt Generators," which efficiently convert simple concepts into detailed and specific prompts for Midjourney, DALL-E, ChatGPT, and other AI applications
- Undertook a project on Upwork that involved identifying flaws in the safety and moderation features of AI models, with the objective of discovering instances where ChatGPT can be tricked into producing toxic, harmful, or dangerous content through prompt injection and creating prompts such as the D.A.N. prompt, that Jailbreak GPT3/3.5/4.
- Designed and implemented an emotional cortex algorithm that simulates human emotional patterns, using user stimuli, event logs, and previous conversations to determine the AI's emotional state from a library of predefined states.
- Developed a script that procedurally generates character sheets using RNG for traits and GPT for detailed backstories, personalities, and other character aspects.
- Integrated Twilio API with OpenAI API, enabling a chatbot assistant to make calls on the user's behalf and relay messages to contacts.
- Created a script that transcribes long YouTube videos (over one or two hours) and generates concise summaries with timestamps.
- Developed a script that scrapes Reddit based on customizable criteria using the Reddit API, suggests YouTube video ideas, and writes scripts based on a pre-approved format using OpenAI API.
- Implemented a GPT bot that monitors specific subreddits, generating comments based on predefined prompts and post metadata.

Content Writer (Jan 2019 - Jul 2019)

Saregama India Ltd. (Mumbai, India)

Freelance research & script writing for podcasts that were featured on the Saregama Music YouTube Channel and on the newly launched Saregama Carvaan and for the following projects :

- Etymology of English Words
- Words of Sanskrit & Foreign Origins
- Learn About Word Origins | Wordgram
- Recent Additions to the Dictionary & Millennial Words
- English Idioms & Proverbs Trivia

Data Consultancy - Intern (May 2018 - Jun 2018)

Sparkt (Mumbai, India)

- Internship in the Data Consultancy Department focusing on both Data Audit and Data Analysis projects for companies like Hotstar, Mahindra Mutual Funds, Pro Kabaddi and Editage using Google Data Studio, Google Big Query and Microsoft BOT Framework.

Client Servicing - Intern (April 2017 - May 2017)

Grey Worldwide (Mumbai, India)

- Internship in the Digital Client Servicing Department contributing to projects in Search Engine Optimization, Video Editing, Creative Writing, Database Creation, etc. with companies like Cipla, ITC, Pantene, K. Raheja Corp, and Ching's Secret.

Assistant Soft-Skills Trainer

Facilitated and delivered Motivational & Behavioral Training Sessions as an Assistant Soft-skills Trainer for executives (in batches of 100 to 500) from various companies on Goal Setting, Communication & Team Bonding:

- Al Grosso (Serbia) (2019)
- Alba Qeramika (Kosovo) (2018)
- AGNA Group (Albania, Italy) (2016)

EDUCATION

- Master of Business Administration - International Business from Amity University, Noida, India (2020 -2022)
- International Post Graduate Program in Behavioral Sciences Training from GAMMA, Global Academy of Meta Mind Alignment (2021 - 2022)
- Bachelor in Engineering (B.E) Computer Science & Engineering from Dr. A.P.J. Abdul Kalam University, Indore, India (2016 -2020)
- Bachelor of Arts Honor's - Psychology from Himalayan University, Itanagar, India (2017 -2019)
- Higher Secondary Certificate, Science (HSC) from Fergusson College, Pune, India (2014 - 2016)
- Secondary School Certificate (SSC) from The Rewachand Bhojwani Academy, Pune, India (2014)

TECHNICAL SKILLS

- Website Development & Design using Wix & Squarespace, EditorX, Web Analytics, Web Monetization, Search Engine Optimization (SEO)
- Digital Marketing - Strategizing, ideating, curating and executing social media campaigns. YouTube, Facebook, Instagram, LinkedIn Analytics & Marketing
- Video Editing
- Copywriting/ Creative Writing (Website content, blogs, social media content, product descriptions, SEO articles, etc)
- AI Prompt Writing/Engineering and using cutting edge AI tools like ChatGPT (OpenAI API, GPT-3/4), Midjourney, DALL-E, Llama etc.
- Graphic design: Adobe Photoshop, Illustrator, Canva & Procreate
- Data Auditing & Statistical Analysis: Google Data Studio, Google Big Query and Microsoft BOT Framework.
- Basic understanding of Python, PHP, HTML, MySQL, SQLite, XML, Java, JavaScript & CSS
- Microsoft Office Suite: MS Excel, MS Word, MS PowerPoint, MS Publisher
- Electronics and Circuitry.

CERTIFICATIONS & OTHER PROJECTS

- One year Leadership Certification Program (Self Mastery), under the mentorship of Avinash Ananda, International Leadership Guru
- Personality Development course from Management Institute of Behavioural Sciences and Indo American Society, Mumbai
- CS50's Introduction to Computer Science by Harvard University
- Student exchange programs: Germany - Andreas Schneider Schule & Denmark - Danmarks Tekniske Universitet
- Vision Foundation of India (Mumbai, India) - Was part of a project to raise awareness among the youth about the mission of Rashtra Netra Yojna for curing treatable blindness in India.
- Volunteered across India to participate in a campus to corporate transition training program called 'Velocity' for over 3,000 software engineers at premier engineering colleges conducted by Success Institute on behalf of Wipro Ltd.
- Advanced Electronics Exploration workshop - Prof. HH Satpute - Fergusson College
- Robotics Exploration Workshop - Prof. J.V Khedkar - Fergusson College
- Solid State Tesla Coil (SSTC) project - Marathwada Mitra Mandal - Inter-College Science Exhibition.
- Piezoelectric transducer project - Ferguson Junior College
- NIIT - IT Wizard Programming & Productivity - 'Excellent' grade
- Classical and Modern Guitar - Trinity Music Academy
- Acting & Theatre - Ekjute Theatre Workshop
- Speech & Drama - Ashok Kumar's Academy of Dramatic Arts
- Music Therapy Workshop - Neurology Foundation in association with Berklee College of Music, Boston
- iGenius Scholarship by Derek O'Brien
- Rank 1 and 3 in inter-school Cyber Olympiad Exam
- RBA School Certificates for "Logical and analytical thinking", "Positive Leadership Qualities" and "General Knowledge in Science" and Excellent Overall Performance 'Golden Boy' Award (Xth)
- Mixed Martial Arts - Yashar Mianabadi, Pro MMA Fighter



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