

Saurabh Setia

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I am a dedicated learner and enthusiast who continuously seeks to expand my knowledge in areas such as design, the technical aspects of packaging, and in-depth research and development. I value hard work while also believing in the importance of working smart. From the beginning, I have taught myself everything from beginner to advanced levels and have consistently aimed to broaden my skill set to align with the demands of the digital industry. I am confident that my skills will contribute to advancing your business, which will, in turn, help me further master my craft!

WORK EXPERIENCE

Otaku's Euphoria • Gurugram • 04/2022 - Present

An Anime Merchandiser & A Digital Agency

Creative & Marketing Head • Full-time

- I successfully created an eCommerce website for Otaku's Euphoria Anime Merchandise Storefront on Shopify, integrating a full payment gateway and establishing a marketing system using Klaviyo and Loox apps. Additionally, I served as the creative head, overseeing the design and branding, from the logo to the merchandise.
- I successfully built and designed a Shopify e-commerce store for Humane and Hound, specializing in pet supplements. As the creative lead, I spearheaded the logo design and contributed to various packaging designs to strengthen the brand identity. One innovative feature I implemented was a QR code on the packaging that directs customers to WhatsApp, enhancing customer engagement and support.
- I created and deployed a WordPress website for Leading Businesses, including:
 - 1. Envirolux Consulting Services (ECS)** - A service-based business that offers consultation for audits. I successfully integrated WhatsApp to enhance communication, along with developing a comprehensive and informative website about their services and capabilities. Additionally, I was the lead creative head behind their logo design and overall branding.
 - 2. Kisanvilla** is a product-based website focused on agricultural equipment and products. I successfully integrated WooCommerce into the site, enabling seamless online transactions. I also created all graphical designs and promotional banners, ensuring a cohesive visual identity.
- I am also well-versed in advertising tools such as Meta Ads and Google Ads, where I have successfully implemented A/B testing to achieve better results. This approach has enabled me to provide brands with increased sales and leads.
- I have successfully managed various E-commerce platforms, including Amazon, Meesho, and Flipkart, for our clients. One of our clients reached impressive sales of 30 lakh per month with our support in creating Amazon A+ content and executing extensive social media marketing. We have proactively addressed any issues that arose, leading to several products becoming bestsellers with "Prime Enabled" status. One particular product even achieved 1000+ sales in the last month, boasting a 4.3-star rating and over 170 reviews.

TecLiya Technologies • Kurukshetra • 04/2023 - 05/2024

A Digital Marketing Agency

Project Manager & Digital Marketing Strategist • Full-time

- Led the creative department, focusing on graphic design requests for various clients.
- Edited videos for client social media, enhancing their online presence.
- Collaborated closely with multiple clients to understand and fulfill their creative visions.
- Maintained direct communication with clients to ensure satisfaction and quality of work.
- Served as a part-time instructor for Graphic Design students, sharing knowledge and skills.

EDUCATION

BSc. in Printing & Packaging Technology

Kurukshetra University • Kurukshetra • GPA: 9.56 • 11/2021 - 05/2024

- Achieved Batch Topper status with a CGPA of 9.56.
- Actively participated in various departmental competitions.
- Secured third place in the Package Design Competition on Printer's Day for innovative package design.
- Involved in administrative tasks, including managing the newspaper print and design station during the annual Ratnawali fest.

12th Standard in Non-Medical

Kurukshetra University • Gurugram • GPA: 72% • 04/2018 - 05/2019

- Actively participated in various science exhibitions during 11th and 12th standard.
- Collaborated with teammates to design an AI robot named "VEE" in 12th grade.
- VEE can sense its surroundings and provide alerts to the user using voice commands.

PROJECTS

Dogs Your Friends Forever • 11/2024 - 12/2024

Otaku's Euphoria

Online Dog Consultation Website for Dogs Your Friends Forever

- **Platform:** Designed using Shopify to create a service-based website focused on dog consultations.
- **Live Chat System:** Integrated a live chat feature to facilitate real-time communication between customers and service providers.
- **Automated Email Marketing:** Developed a smart email marketing flow to nurture leads and keep customers informed about services.
- **Booking System:** Enabled direct booking of consultation sessions through the website for user convenience.
- **Payment Automation:** Utilized various apps to automate recurring payment systems, ensuring smooth transactions for services.
- **Lead Capture Mechanism:** Implemented a system to capture leads immediately after purchase:
 - Automated emails sent to customers post-purchase.
 - WhatsApp messages dispatched with a lead form to collect relevant information regarding the services.
- **Future Enhancements:** Currently in development, with plans to add more automation and workflow processes to improve efficiency and user experience.

Humane and Hound • 08/2024 - 10/2024

Otaku's Euphoria

- Designed and deployed an e-commerce website for pet supplements using the Shopify platform.
- Created all graphics, including banners and product images, to enhance visual appeal.
- Led the branding process by designing and representing the company logo.
- Ensured the website is fully responsive for optimal viewing on all devices.
- Integrated seamless WhatsApp for customer support and communication.
- Implemented full payment integration to facilitate secure transactions.
- Planned and automated email marketing campaigns using Klaviyo.
- Integrated a review collection system to gather customer feedback effectively.

Kisanvilla • 03/2024 - 05/2024

Otaku's Euphoria

- Developed and deployed a WooCommerce & WordPress website focused on farming products and equipment.

- Integrated WhatsApp for customer communication and support.
- Implemented a secure payment gateway for smooth transactions.
- Designed all graphics and product images to enhance the visual appeal of the website.
- Ensured responsive design for optimal viewing on various devices.
- Conducted thorough testing for functionality and user experience before launch.
- Optimized the website for SEO to improve visibility in search engines.
- Provided training and documentation for client management of the website.

Envirolux Consulting Services • 05/2024 - 05/2024

Otaku's Euphoria

- **Brand Development:** Created a unique logo and overall branding for Envirolux Consulting Services (ECS).
- **Website Design:** Designed and deployed a service-oriented website using WordPress.
- **Integration Features:** Implemented WhatsApp integration for enhanced client communication.
- **Service Showcase:** Effectively displayed various audit consultation services for national and international certification.
- **Graphic Design:** Handled all design and graphic elements personally, ensuring cohesion with branding.

Rocket Frenzy • 07/2020 - 08/2020

- Developed and designed a PC game titled **Rocket Frenzy** using the **Unity Engine**.
- Created all game assets and effects independently, with the exception of the explosion effect.
- Designed and implemented **50 diverse levels** to enhance gameplay.
- Conducted testing and gathered feedback from different reviewers to identify and resolve issues.
- Addressed specific issues such as rockets moving out of the screen and loud sound effects.
- Utilized **C# programming language** to implement game mechanics and features effectively.

VOLUNTEERING & LEADERSHIP

Offest Printer Association • 02/2023 - 02/2023

Student Helped At NAEP & GAEP • Ludhiana, Punjab

- Invited by OPA to assist in organizing competition items for NAEP & GAEP.
- Collaborated with a classmate to manage various items, standing out as one of the few second-year students involved.
- Assisted in resolving technical glitches encountered during the competition, ensuring smooth operation.
- Made a positive impression on the judges by providing insightful answers to their questions regarding various items.
- Demonstrated teamwork and initiative in a leadership role among mostly final-year participants.

Kurukshetra University • 11/2022 - 11/2022

Newspaper Printing & Designing Head • Kurukshetra, Haryana

During the Ratnawali 2023 event, my batchmates and I successfully launched a "**Custom Printing Shop**" that generated a great deal of interest and profit. As the team leader, I also led the design department, where I had the opportunity to create over 200 unique designs over just three days. My teammates played a crucial role in bringing these designs to life by assisting with the printing process. It was a rewarding experience that showcased our teamwork and creativity!

SKILLS

Shopify, WordPress, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Corel Draw, Adobe Premeire Pro, Adobe After Effects, CapCut, Canva