

# SUDHANSHU SALUNKE

Pune, IN | [LinkedIn](#) | [contact@hansh.me](mailto:contact@hansh.me)

## WORK EXPERIENCE

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### Fiverr

*Freelance Digital Marketing, Graphic Design, Photo & Video Editing, SEO*

*Sep 2018 - Apr 2021*

- Designed over 200 unique visuals for Gaming, Wedding Invitations & Traveling. Increased client engagement and satisfaction by 30%, with several designs going viral and significantly boosting client visibility.
- Delivered more than 150 high-quality, SEO-optimized articles and blog posts in the gaming, wedding, and travel niches. Improved website traffic and audience retention for clients, with some blogs seeing a 50% increase in readership within three months.
- Edited and enhanced over 300 photos and videos, creating visually appealing content. Boosted social media interactions by 40%, with some edited videos achieving thousands of views and shares.
- Implemented effective SEO strategies to enhance the visibility and ranking of client content on search engines. Contributed to a noticeable improvement in search engine rankings and organic traffic, with some clients seeing a 60% increase in organic search visits.
- Developed compelling blog content for various niches, attracting significant readership. Contributed to a 25% growth in client blogs' readership, with several posts ranking on the first page of search engine results.

### The Himalayan Chocolate

**San Jose, CA**

*Freelance Graphic Designer*

*May 2021 - July 2021*

- Created visually compelling graphics tailored for Instagram and Facebook platforms, ensuring consistency with Himalayan Chocolate's brand identity. Boosted Instagram engagement by 40% through interactive stories and visually appealing posts that encouraged user interaction and sharing.
- Designed and executed themed campaigns, including product launches and seasonal promotions, achieving a 40% increase in engagement metrics.
- Provided creative direction and design support for email marketing campaigns, website banners, and offline promotional materials, ensuring consistency across all marketing channels.

## LEADERSHIP EXPERIENCE

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### Changuna Enterprises

**Pune, IN**

*Owner*

*June 2024 - Present*

- Targeting new export markets in Europe, North America & Southeast Asia, aiming for a 30% increase in international sales within the next year. Introducing new categories such as organic produce and sustainable packaging solutions, projected to contribute an additional 20% to revenue streams.
- Implementing advanced supply chain management systems to reduce lead times by 20% and enhance overall operational efficiency. Negotiating favorable terms with suppliers and optimizing procurement processes, targeting a 15% reduction in procurement costs.
- Targeting a 25% annual revenue increase through strategic market expansion and product innovation initiatives. Improving profit margins by optimizing pricing strategies and cost-effective operational practices, aiming for a 20% increase in net profits.

### Meenakshi Resto

**Pune, IN**

*Co-Owner*

*Sep 2023 - Jan 2024*

- Implemented streamlined workflows that reduced operational costs by 15% within six months.
- Increased revenue by 200% and optimized cost structures, leading to improved profitability.
- Elevated customer satisfaction scores by 25% through enhanced service quality and engagement initiatives.

My partner made sweeping changes to the restaurant's operations, which ultimately led to financial losses and operational disruptions. I made the decision to leave & start my own cafe.

## EDUCATION

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### Sinhgad Spring Dale Public School

**Pune, IN**

*High School Graduate in Science (Percentage: 70%)*

*Graduation Date: June 2018*

- Organizations/Awards: High School Degree

## SKILLS & INTERESTS

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**Skills:** Digital Marketing | Graphic Design | International Trade | Negotiation | CRM | Restaurant Operations

**Interests:** Import Export, Analytics, Market Research, Logistics, Music, Travelling, Korean, Mandarin