Priyanshu Setia

 LinkedIn | **Portfolio-Link**
Priyanshusetia6@gmail.com | +91 7988026726

Summary

AI Developer and Cybersecurity Analyst with a track record in building automation solutions, agentic systems, and secure infrastructure. Experienced in Python, data analytics, and machine learning, with hands-on skills in network security, digital forensics, and incident response. Proven ability to lead projects from concept to deployment, backed by a strong foundation in computer applications and data-driven marketing.

Education

Chandigarh University   **July 2024 – June 2026**
Masters of Computer Applications

Kurukshetra University   **May 2020 - Jun 2023**
Bachelors of Computer Applications

Work Experience

Truview   **Oct 2024 - June 2025**
Automation Expert & Digital Marketer

- Designed and deployed an AI agent that automated invoice data extraction for the Accounting team, cutting manual processing by over 80% and minimizing financial errors.
- Engineered a full automation framework using custom macros to streamline data reconciliation and reporting, which significantly reduced the time for the monthly closing cycle.

DigiGrowthUp   **June 2022 - Aug 2024**
Digital Marketer

- Led and managed social media and paid advertising campaigns as Senior Marketing Manager, driving improvements in brand visibility and audience engagement.
- Applied statistical models and data-driven insights to optimize campaign performance, increasing lead generation across multiple digital channels.

Projects

Conversational AI Voice Bot

- Developed and deployed a full-stack conversational AI voice bot using Natural Language Processing (NLP) to understand user intent and provide real-time, context-aware responses.
- Engineered the system with a sophisticated dialogue management module to handle multi-turn conversations, ensuring a coherent and logical user interaction flow.
- Built the front-end interface and ensured seamless integration of voice-to-text and text-to-speech APIs, creating an intuitive, hands-free user experience.
- Demonstrated end-to-end project ownership from concept to deployment on Vercel, showcasing proficiency in building and scaling agentic AI systems.

Advanced Fake News Detection System

- A technological solution/software tool for Tracking & Tracing Fake News and its origin using official sources as the input filter. The solution should have a mechanism to mitigate the impact of the spread of Fake News by auto-populating the fake news spreaders' inboxes with the official/authenticated news content.

Skills

- **Cyber Security:** Network Security, Digital Forensics, Incident Response, SIEM (Splunk), OWASP Top 10
- **GenAI & AI Tools:** Prompt Engineering, LangChain, LLM API (OpenAI, Claude, Gemini), Vector Databases (FAISS, Chroma), RAG Architecture (Basic), Orchestration (Tool + Memory Handling)
- **Technical:** API Integration, System Design, Full-Stack Development.
- **Performance Marketing & Advertising:** Conversion Rate Optimization (CRO), A/B Testing, Funnel Optimization, ROI Analysis, Google Ads (Search, Display, YouTube), Facebook Ads Manager (Meta), Budget Pacing, Bid Strategy, Content Strategy, Social Media Marketing, SEO (On-Page, Technical), Email Marketing, Copywriting, Audience Targeting
- **Data Analysis & Visualization:** Data Cleaning, Data Modelling, Statistical Analysis, Predictive Analytics, Power BI, Tableau, Python (NumPy, Pandas, Matplotlib), Advanced Excel (Pivot Tables, Macros, VLOOKUP)

- **Database & Technical Tools:** SQL, ETL Processes, Data Warehousing, Data Integration, Business Intelligence (BI), Data Governance, Report Automation

Certificates & Achievements

- Certificate for Smart Indian Hackathon participation
- Certificate for Project Expo