

EKNOOR SETHI

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ABOUT ME

At my core, I'm a connector & writer who blends creativity, strategy, and relationship-building across marketing, brand management, partnerships, writing & editing, PR, business strategy, operations, and e-commerce. In today's oversaturated content landscape, I create compelling content and campaigns that strengthen and differentiate brands and foster authentic, engaging connections. I'm guided by empathy, curiosity, and lifelong learning through my love and passion for media, film, music, literature, food, travel, and the arts.

SKILLS & CERTIFICATIONS

Social Media Marketing Professional Certificate (Hootsuite), Agile Project Management Professional Certificate (Atlassian), Canva, Graphic Design, Creative Writing, Copywriting, Analytical Writing, Editorial Skills, Artificial Intelligence (AI) Tools, HubSpot, Shopify, Google Analytics, Jira, Digital Marketing, Account Management, Event Planning, Adobe Suite & Cloud, Photography, Videography, Photo/Video Editing, SEO, R Studio, Qualtrics, CapCut, Instagram, TikTok, Substack, Wix Web Design, Klaviyo

EXPERIENCE

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| 2025 | SKIN AT PEACE Remote
<i>Marketing Coordinator</i> <ul style="list-style-type: none">Led creation of trend-driven social content, strengthening brand identity and audience engagement.Researched SEO & AEO to deliver keyword optimization strategies to enhance brand visibility.Supported DTC campaigns across email, paid social, landing page content, and in-store materials.Managed relationships with external partners, being primary liaison for advertising and PR agencies.Crafted SEO-driven copy for social, website, and Google Maps, enhancing keyword visibility. <i>Marketing, Copywriting, & Partnerships Assistant</i> Freelance <ul style="list-style-type: none">Produced trend-driven social media graphics to increase audience engagement & boost brand presence.Researched influencers, creators, and UGC talent for brand partnerships & supporting outreach.Curated marketing assets for conferences, medical offices, med spas, & estheticians to drive awareness. |
| 2025 | FREELANCER Hybrid <ul style="list-style-type: none">Coordinated 800+ attendee events, managing logistics and vendors, & designing creative materials.Assisted photo & video teams with media equipment setup, coverage, & content creation.Created copywriting, logo, branding, & 40+ digital and physical marketing designs for real estate agent. |
| 2024 | KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY Bloomington, IN
<i>Teaching Assistant Effective Negotiations; Power, Personal Influence, and Negotiation; Strategic Management</i> <ul style="list-style-type: none">Coordinated digital surveys, assignments, & deliverables for undergrad and graduate level courses.Optimized information gathering materials & reporting to streamline grading & performance insights. |
| Summer 2023 | CARRIER GLOBAL CORPORATION Fort Wayne, IN
<i>Sourcing & Buying Intern in Global Sourcing Division</i> <ul style="list-style-type: none">Managed vendor relationships & expedited purchase orders, to ensure seamless partnerships.Resolved 200+ DART & SAP accounts payable discrepancies by auditing invoices & reconciling data.Aided new product implementation by sourcing, quoting, & ordering parts for efficient testing.Analyzed prior & projected usage of 1,000+ SKUs, creating inventory strategy & logistical efficiency. |
| 2020 – 2024 | REAL ESTATE ABSTRACT, INC. Hybrid
<i>Administrative Assistant</i> <ul style="list-style-type: none">Maintained account assets in Excel, streamlining workflows, & quick access to sensitive information.Drafted & distributed critical content to key stakeholders, ensuring timely close on high-value deals. |

EDUCATION

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| 2024 – 2025 | KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY Chicago, IL
Master of Science in Management Deferred MBA Admission <ul style="list-style-type: none">Awarded \$10,000 in merit-based scholarship for outstanding academic and leadership achievements. Study Abroad, March 2025: Germany & Czechia INTLM-473 Global Business Management |
| 2020 – 2024 | KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY Bloomington, IN
Bachelor of Science in Business Management & Business Law and Ethics Minor in Creative Writing <ul style="list-style-type: none">IU Hutton Honors College Notation and Kelley Academic Distinction Notation. Study Abroad, May 2022: Perú BUS-M272 Global Business Marketing |

LEADERSHIP & ACTIVITIES

Kelley Student Government, Dean's Student Advisory Committee, IUB Student Mental Health Advisory Council, Local Volunteering

INTERESTS

Foodie, TV & Film, Music, Travel, Dance, Fitness, Golf, Tennis, Literature, Putting Chili Flakes on Everything!