

EKNOOR SETHI

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ABOUT ME

At my core, I'm a connector & writer – I blend creativity, strategy, and relationship-building to succeed in various roles across marketing, brand management, content development, partnerships, copywriting & copyediting, PR & communications, merchandising, business strategy, account management, buying & planning, operations, and e-commerce. In today's oversaturated content landscape, I bring my unique perspective to every role I take on by translating complex ideas into clear, engaging stories that strengthen and differentiate brands and foster authentic connections. I'm guided by empathy, curiosity, and life-long 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, Script Writing, Copywriting, Analytical Writing, Editorial Skills, Artificial Intelligence (AI) Tools, HubSpot, Shopify, Google Analytics, Jira, Digital Marketing, Account Management, Event Planning, Adobe Creative Suite & Cloud, Photography, Videography, Photo/Video Editing, SQL, R Studio, Qualtrics, CapCut, Instagram, TikTok, Substack, Web Design

EXPERIENCE

2025

SKIN AT PEACE

Remote & Freelance

Marketing, Copywriting, & Partnerships Assistant

- Produced trend-driven social media graphics to increase audience engagement & boost brand presence.
- Researched influences, creators, and UGC talent for brand partnerships & supporting outreach.
- Built brand's email subscription campaign, crafting copy & design to welcome customers after sign-up.
- Curated marketing assets for conferences, medical offices, med spas, & estheticians to drive awareness.

2025

FREELANCER

Hybrid

- Worked as event coordinator assistant to manage logistics, timelines, & vendor communication.
- Assisted photo & video teams with media equipment setup, coverage, & content creation.
- Designed creative materials like signage, itinerary, wrote script & emceed for 800+ person events.
- Created real estate logo & 20+ marketing designs for physical items, social media, & copywriting.
- Planned orders with vendors for real estate promotions & distributing to current & prospective clients.

2024

KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY

Bloomington, IN

Teaching Assistant | Effective Negotiations; Power, Personal Influence, and Negotiation; Strategic Management

- Coordinated digital surveys, assignments, & deliverables for undergrad and graduate level courses.
- Optimized information gathering materials & reporting to streamline grading & performance insights.
- Cultivated relationships, provided tailored support, & assisted in grading, data collection, & analysis.

Summer 2023

CARRIER GLOBAL CORPORATION

Fort Wayne, IN

Sourcing & Buying Intern in Global Sourcing Division

- 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

Administrative Assistant

- 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

2024 – 2025

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY

Chicago, IL

Master of Science in Management | Deferred MBA Admission

- 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

- Graduated with 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!