

LYKA SETHI

(424) 900-4372 // lyka.sethi@gmail.com // www.linkedin.com/in/lykasethi

Communications Assistant, European Agency for Special Needs and Inclusive Education - 06/2019-Present

- Craft annual multi-channel digital strategy maximizing effectiveness of current and prospective platforms
- Coordinate multimedia content creation (video, news, infographics) to complement research outputs
- Monitor and report on website performance including SEO audits in collaboration with developers
- Produce and report on quarterly email marketing campaigns sent to 2,000 professionals and policy-makers
- Update website content via CMS and work with vendors and developers to implement new features
- Edit and publish research publications and key Agency documents including EU grant application
- Ensure accessibility of digital materials, compliance with WCAG standards and Agency Style Guide

Freelance Managing Editor and Content Strategist - 09/2017-Present

- **Nooklyn** - Launched and developed branded content platform, hired, on-boarded and managed all freelance contributors, produced and edited stories, owned editorial schedule, oversaw social media promotion, sought out community engagement and local partnership opportunities
- **University of Mainz and Helmholtz Institute Mainz** - Spearheaded production and post-production of marketing video covering scientific conference, collaborating with local DP and university press team
- **Light + Air** - Produced copy for newly updated startup website

Independent Documentary Filmmaker, *Moving In Place* - 05/2017-05/2019

- Produced and directed a feature documentary about young Puerto Ricans in the diaspora
- Spearheaded development, production, editing, marketing, nonprofit partnerships and distribution
- Organized and spoke at sold-out screening events in NYC/New Jersey, Los Angeles and San Francisco
- Official Selection of International Puerto Rican Heritage Film Festival and New Filmmakers NY Film Festival

Client Success Manager, Causecast - 10/2016-08/2017

- Managed 12+ clients' corporate social responsibility programs using employee engagement SaaS platform
- Secured nonprofit speakers for annual +IMPACT conference and managed on-site event logistics
- Created blog posts, marketing materials, case studies and guidebooks for nonprofits and corporate clients

Senior Brand Strategist, Horizon Media (Capital One account) - 04/2016-10/2016

Brand Strategist, Horizon Media (Capital One account) - 08/2015-03/2016

Assistant Brand Strategist, Horizon Media (A&E Networks account) - 03/2014-07/2015

- Managed accounts, crafted and delivered strategic media plan presentations
- Coordinated among creative agencies, vendors, buyers and clients to execute advertising campaigns
- Allocated monthly budgets and forecasts, analyzed campaign effectiveness, trained junior strategists

Education

- **University of Pennsylvania** - Center for Social Impact Strategy, Executive Program - 08/2016
- **University of California, Berkeley** - Haas School of Business
B.S. Business Administration, Global Management - 05/2013
Alumni Association Leadership Award Scholar - 2009-2010
- **Universidad Carlos III de Madrid** - UCEAP Study Abroad, Hispanic Studies - Spring 2012

Service *ESL and Creative Writing Tutor; Research* - Womankind; *Team Leader* - New York Cares; *Media Planner* - 96 Elephants; *Marketing* - Crutches 4 Kids; *PR Intern* - Fair Trade USA; *Fundraising* - charity: water, Lupus Foundation of America, UPROSE Brooklyn

Languages Spanish and Hindi - Intermediate Proficiency, German - Basic Proficiency

Tech Office 365, Adobe Creative Suite, MailChimp, Buffer, Google Analytics, Markdown, HubSpot, Basecamp, JIRA, Zendesk, Asana, Trello, Apple Productivity Suite