

SURINA SETH

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PROFESSIONAL SUMMARY

1. Accomplished content creator and digital marketer with a background in Psychology and Creative Writing, boasting 3+ years of experience, adept at crafting compelling narratives
2. Proven expertise in social media management, utilizing Adobe Creative Suite and Google Analytics, to engage audiences and drive brand awareness effectively over 4+ years.
3. Collaborative team player with demonstrated leadership in roles such as Associate Production Manager, showcasing strong communication skills and the ability to curate successful fundraising campaigns during 2+ years of engagement.

EDUCATION

University of British Columbia: Bachelor of Arts –Major in Psychology and Minor in Creative Writing 2018 – 2022

AWARDS AND RECOGNITION

Outstanding Student Award and Scholarship Recipient 2018
Diploma Holder – Kathak: Indian Classical Dance- Prayag Sangeet Samiti 2006 – Present

WORK HISTORY

Content Creator, Freelance (Vancouver, BC)

August 2022 – Present

Crafted unique, high-quality and engaging content across multiple digital media platforms, such as Instagram (@surinaseth) producing 240+ posts and keeping up with industry trends demonstrating the ability to work independently

Spearheaded creative concepts and crafted visually appealing multimedia content, utilising analytics and insights to optimise content strategy enhancing engagement by +70%

Collaborated closely with top media companies and brands for sponsored content and marketing materials escalating their revenue to CAD 3000 forging long-term partnerships

Developed a variety of deliverables continuously honing the content, and editing videos through social media marketing strategies to deliver captivating and relevant content

Creative Developer, Roy Kapur Films (Mumbai, India)

February 2023 – June 2023

Worked closely with the top media organization playing a key role in crafting the visual identity for diverse projects, including films and series, while also contributing to the development of 40+ project scripts

Fostered seamless collaboration with external agencies, freelancers, and internal creative counterparts to streamline the production process increasing efficiency by almost 50% and reducing the higher management's workload

Examined the entire creative process from concept inception to final execution, ensuring that all deliverables aligned cohesively with company strategy reducing lead time by almost 30-40% demonstrating interpersonal skills

Actively participated in idea generation and refinement, leveraging market, consumer, and competitive research to support the project's growth through 6 new KPIs

Fundraising Coordinator and Marketing & Communications Head, UBC Junoon (Vancouver, BC)

September 2020 – April 2022

Raised funds for the team amounting to 10,000 CAD by creating compelling sponsorship packages tailored to various grants and donations

Promoted a collaborative and positive team culture, fostering an environment conducive to creative excellence.

Demonstrated exceptional negotiation and communication skills, resulting in 3 grants from the University of British Columbia and partnerships with 15 corporate sponsors and 9 individual sponsors, sustaining the organisation's activities.

Served as primary liaison for corporate and individual sponsors, ensuring strong connections and mutual obligations were met demonstrating multitasking

Pioneered and managed the team's social media presence on Facebook and Instagram, leveraging Canva to achieve a remarkable increase in followers

Server, PitaPit (Vancouver, BC)

September 2021- December 2021

Conducting exceptional customer service, ensuring high service levels through efficient phone support and in-person interactions under staff supervision.

Demonstrated confidence in handling customer inquiries, taking orders accurately, and addressing special requests, collaborated effectively with the Back of House team to ensure seamless order preparation and timely service delivery to maintain sales.

Resolved customer complaints and concerns promptly, utilizing strong problem-solving skills to achieve higher sales and maintained a strong focus on customer experience, consistently exceeding expectations through attentive and personalized service.

Wedding Event Management, The Event Yarn (New Delhi, India)

May 2020 – August 2020

Collaborated with a dynamic team to plan and execute 6 impeccable weddings, delivering memorable experiences through seamless event coordination

Led the implementation of standardized event colour palettes, moods, and styling schemes, enhancing overall aesthetics and creating cohesive themes demonstrating management skills and time management

Worked closely with the team to conduct events with revenue of CAD 60,0000 enhancing my communication, marketing events management, and problem-solving skills. with a diverse clientele to develop niche content and personalized solutions.

LEADERSHIP EXPERIENCES

Dance Instructor, VICTORY, Arts Foundation, Shiamak Davar (Vancouver, BC)

October 2023 – Present

Conduct dance sessions for young adults with Down Syndrome to help uplift their spirits and to help them express themselves.

Make Love Not Scars (New Delhi, India)

January 2017 – August 2019

Empowered and supported acid attack survivors by providing a safe and nurturing space, teaching them to dance to uplift their spirits, and aiding them in their journey toward emotional healing through the therapeutic and empathetic power of movement.

JumpStart Orientation Leader- University of British Columbia (Vancouver, BC)

August 2020 – March 2021

Conducting sessions for high school graduates transitioning to UBC. Led engaging activities for Imagine Day, fostering a strong collaborative community for seamless onboarding.

CERTIFICATIONS

'Prompt Engineering for ChatGPT' - Vanderbilt University

2023

The course teaches you how to use generative AI tools, showcasing remarkable examples of tapping into their emergent intelligence and reasoning.

'Foundations of User Experience (UI and UX) Design' – Google Career Certificates

2021

This course introduces beginners to the world of UX and UI designs, where designers focus on enhancing user support and interactions with websites, mobile apps, and physical objects to ensure usability, enjoyment, and accessibility in everyday experiences.

'Project Management Principles and Practices Specialization' - UC, Irvine

2020

This course covers product scope identification and management, work breakdown structure creation, project coordination, scheduling, resource allocation, project development management, risk identification and management, and project comprehension.

TECHNICAL SKILLS

Writing Tools: Microsoft Office Suite, Adobe Creative Suite, Google Analytics, Windows, Microsoft Excel, Celtx, Microsoft PowerPoint, SEO (Search Engine Optimization)

Social Media Management: Instagram, Twitter, Meta, WordPress, Facebook, Canva, YouTube, TikTok, Snapchat