

Isheta Setia

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EDUCATION

University of Sussex <i>Masters of Science in Clinical Psychology and Mental Health</i>	Brighton, Sussex Jan 2025
O.P Jindal Global University <i>Bachelor of Arts in Liberal Arts – Psychology</i>	Sonipat, Haryana May 2022
La Martiniere Girls' College <i>Indian School Certificate</i>	Lucknow, India. Jun 2019

EXPERIENCE

Expand My Business <i>Relationship Manager</i> <ul style="list-style-type: none">Relationship Manager at Expand My Business with high ownership and accountability.Responsibilities included familiarizing partner agencies with EMB's terms, conducting performance reviews, reviving churned supply, managing official communication, and handling escalations.Thrived in an agile and collaborative work culture with ownership opportunities.Worked with lucrative individuals and built collaborative relations with key stakeholders.Leveraged global entities for time and cost-efficient solutions.Demonstrated passion for business operations and drove operational excellence at EMB.	Lucknow, India Jan 2023-April 2023
Wominex <i>Assistant General Manager</i> <ul style="list-style-type: none">Conducted company analysis and initiated agendas which translate the business' vision into their management initiatives that improve performance, growth and employee experienceHandling end-to-end product development, launching, improvisation, branding and prospective clientsCreated digital campaigns to generate leads for our services and gain market exposureUtilizing the knowledge of Industrial Relations and HR Operations	Lucknow, India June 2022-Jan 2023
The Pinkk Project <i>Marketing/Mental Health Intern</i> <ul style="list-style-type: none">Headed the educational management services to engage the teams during the surge of COVID-19Strategized ideas to teach younger interns coping skills and tools to support mental health, along with scheduling and understanding day-to-day structuresAssisted in curating social media posts and increased online engagementIntroduced campaign ideas to boost morale & coordinated with other team leaders to participate in team building activities like art therapy, homebound exercises and setting achievable goals	New Delhi, India May 2021- Aug 2021
Rank Soldier International <i>Digital Marketing Intern</i> <ul style="list-style-type: none">In-charge of lead generation as a key to increase sales and generate revenue by organizing agendas to attract potential customers and ensure genuine leads through multiple channelsImplemented SEO strategies for company websites to best optimize them and ranking high on SERP to generate more traffic and increase salesShadowing the work behind branding, PPC, public and media relations and social media marketing.	New Delhi, India Nov 2020 – Jan 2021
Let's Talk <i>Social Media Intern</i> <ul style="list-style-type: none">Increased social media engagement on platforms like Instagram and Facebook by designing posters using various editing software systems while tracking and researching infographics to uphold the active engagement with customers through social media postsLead a team of designers to engage our audiences and generate new leads	New Delhi, India May 2020 – July 2020

Margdarshak Financial Services

Content Development Intern

Lucknow, India
Jan 2019 – April 2019

- Initiated creative strategies for their new company brochure, devised the theme for the pages and curated engaging articles of interviews of customers to increase brand loyalty
- Conducted extensive research to analyze the client profiles and gave a wider focus on the targeted consumers while also cultivating strong business relationships with previous clients.

Peddler's Café

Senior Barista

Lucknow, India
July 2019 - Dec 2019

- Prepared a wide range of coffee and tea beverages with a focus on quality and consistency.
- Managed daily operations including inventory management, staff training, and customer service.
- Maintained cleanliness and organization of the coffee bar and seating area.
- Implemented new seasonal menus that increased sales by 15%.
- Trained and mentored junior baristas, fostering a collaborative team environment.

Roastery Cafe

Barista

Lucknow, India
March 2019-July 2019

- Provided excellent customer service, handling customer queries and complaints professionally.
- Operated and maintained espresso machines and other brewing equipment.
- Handled cash and card transactions efficiently, ensuring accurate record-keeping.
- Assisted in developing promotional activities and community events to boost engagement.

'Pack n Chew' Restaurant & Lounge

Waitress

Lucknow, India
May 2018- March 2019

- Served customers in a high-paced restaurant environment, ensuring a positive dining experience.
- Managed customer orders, provided menu recommendations, and handled special requests with a focus on customer satisfaction.
- Effectively communicated with kitchen staff to ensure accurate and timely delivery of orders.
- Handled cash transactions and maintained a clean and organized dining area.

Ping Cafe

Service Staff

New Delhi, India
Jan 2017 – April 2018

- Provided excellent customer service by taking and delivering food and beverage orders promptly.
- Assisted in setting up and maintaining a welcoming atmosphere for customers.
- Collaborated with the kitchen team to ensure timely service and order accuracy.
- Managed customer inquiries and resolved issues to enhance overall customer satisfaction.

Research Projects

Celestial Dialogue: Tales from the Sky - Jindal Institute of Behavioral Sciences

Mar 2022 – May 2022

Do you seek beauty in thunderbolt, the moon, the Sun, or even the eclipses? Humans have been fascinated by the sky and celestial bodies for a long time. We seek to rekindle the human romance with the skies through this project. As a part of this project, a series of experiments will aim at exploring the celestial stories, myths and rekindle the traditional astronomical knowledge in Indian contemporary society.

LEADERSHIP AND ADDITIONAL

Leadership: *Elected Community Service Representative:* Student council position required to represent the student body of 1,000 students in a wider university context. *Peer mentoring and Peer Tutoring Representative* from the student body; Mentored and tutored the incoming students of O.P Jindal in regard to their future prospects and in subjects such as Psychology, Communications Skills and Literature.

Volunteer Work: Started an organization, Flip a Page, where old books in great conditions were sold and all the proceeds went to a local orphanage during COVID'19. Curated lists of blood donors along with myfamily and

generated funds through networking and donations for those severely affected by the pandemic. Worked as the Secretary of the GandhiCorner organization in high school; Was awarded a trophy for social service by La Martiniere Girls' College.

Technical Skills: Advanced Microsoft Excel, Google Docs, Microsoft Office, SEO, Social Media Management, Instagram insights, Social Media analytics, Language Skills; proficient in written and spoken Hindi and English along with Level 2 Spanish.

