

SONALI AHUJA

Dynamic marketing strategist with 2+ years of expertise in delivering creative and innovative marketing solutions. Skilled in blending strategic thinking with cutting-edge social media trends to design impactful campaigns. A multitasker fueled by a passion for learning and problem-solving with fresh, dynamic approaches.



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INDORE

SKILLSET

Professional

- Digital Marketing
- Social Media Marketing
- E-commerce Platform Management
- Influencer Marketing
- Campaign Management
- Content Creation and Management
- Trend Analysis and Market Research

Software Proficiency

- Microsoft Office Suite
- Google Docs/Sheets
- Canva/VN
- Google Analytics
- ChatGPT/ Copilot/ DeepSeek

Personal

- Strategy Making
- Leadership
- Critical Thinking
- Business Communication
- Teamwork
- Time Management
- Creative Writing

EDUCATION

PGDBM (Banking And Finance)

2021 – 2023

Narsee Monjee Institute Of Management Studies, Mumbai

66.25%

B.Com

2018 – 2021

Devi Ahilya Vishwavidyalaya, Indore

71.66%

CA Foundation

2018

ICAI

EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Creative Fuel

Dec 2023 – Present

- **Managed and optimized** social media platforms like Instagram, Twitter, and YouTube.
- Executed **500+ campaigns**, achieving 100M+ monthly engagements
- **Collaborated with influencers** to enhance brand visibility and maximize reach.
- **Drove innovation** in social strategies, resulting in measurable success across campaigns and collaborations.

E-COMMERCE EXECUTIVE

Hammoq Infosystems

Sep 2023 – Nov 2023

- **Oversaw smooth operations** across online e-commerce platforms – eBay, Amazon, etc.
- **Reviewed, approved, and published** over **5,000+ product** listings on multiple marketplaces, ensuring accuracy and quality.
- **Coordinated order management** processes, including delivery and returns, to streamline customer satisfaction and operational efficiency.

INTERNSHIPS



INVESTMENT BANKING

Identifying M&A targets, target details and auction insights, performing financial analysis, and delivering an investment recommendation.



US AUDIT

Creating detailed inquiries and communication, documenting control tests for purchasing, conducting walkthroughs, and mapping risks with a purchasing flow and control matrix.