

# SONAM

Faridabad, India

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## Skills & Interest

**Technical :** Microsoft Power BI, MS Excel, MS Office, MS PowerPoint

**Cousework :** Financial Accounting, Cost Accounting, Corporate Accounting, Business Laws

**Soft Skills :** Team Collaboration, Hard Worker, Quick Learner, Effective Communication, Problem-Solving

**Languages :** English, Hindi

## Work Experience

### Digii Vistta Pvt Ltd

Nov 2023 - Present

Content Marketer

Faridabad, Haryana

- **Content Development and Analytics:** Spearheaded the creation of engaging content for learning management systems, utilizing AI tools such as **Power BI** and **MS PowerPoint** to analyze data and deliver insights. Developed visually compelling presentations to facilitate effective learning experiences.
- **Project Collaboration:** Collaborated with cross-functional teams to develop and implement **strategic learning modules (SLMs)** for diverse educational content. Enhanced team synergy and project outcomes through effective communication and coordination.
- **Technology Integration:** Leveraged advanced AI tools for content creation and data analysis, streamlining the content marketing process for learning systems. Demonstrated proficiency in employing technological solutions to optimize content delivery and user engagement.

## Education

### Gargi College, Delhi University

August 2020 - July 2023

Bachelor of Commerce - B.Com **CGPA - 7.6**

Siri Fort, New Delhi, Delhi 110049

### Rawal Convent School

2019 - 2020

Sr. Secondary school (Class XII) **Percentage - 92.4 %**

Ballabhgarh, Faridabad, Haryana

### Bansi Vidya Niketan

2017 - 2018

Secondary school (Class X) **Percentage - 66 %**

Sector 56A, Faridabad, Haryana

## Extra-Curricular Activities and Achievements

- **Leadership in Environmental Advocacy:** Actively engaged in "AVNI - THE ECO CLUB" at Gargi College, demonstrating leadership and organizational skills in spearheading environmental awareness initiatives. Achievements and contributions were recognized and published on the official website of AVNI - The ECO Club, Gargi College, highlighting my impactful role in promoting environmental sustainability. [Website Link](#)
- **Community Service and Environmental Stewardship:** Orchestrated a comprehensive cleanliness drive on the college premises following the **Zistatva festival**, demonstrating exceptional teamwork and project management skills. The initiative not only achieved its goal of waste management and area beautification but also fostered a culture of responsibility and environmental consciousness among students. Played a pivotal role in the conception and execution of **The Ozone Buzz**, a successful quiz competition aimed at educating over 85 students about the importance of the ozone layer, underscoring a commitment to environmental education and community engagement.
- **Position of Responsibility:** Held a key role in organizing the Annual Fest 'Reverie'22' at Gargi College.
- **Fundraising and Community Engagement Internship:** Successfully completed an internship at SarkariSchool.in, where I employed strategic communication and engagement techniques to serve as a fundraiser for educational initiatives. Demonstrated exceptional ability in networking, persuasive communication, and campaign management to support the mission of enhancing educational facilities in government schools.