

SONALI KAPOOR

CONTACT

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PROFILE

- Professional NYIT Masters of Business Administration-Marketing student, with a sound interest in management and marketing.
- 3 years of work experience in entrepreneurship, social media marketing, SEO, content development, business development and branding.
- Strong team building abilities along with creative thinking and strong communication skills.
- Proficient in MS excel, power point, word and canva.

EDUCATION

Master of Business Administration, Major: Marketing

New York Institute of Technology, NY | Sept 2017- May 2020

Bachelor of Arts, Major: English and French

Jesus and Mary college, University of Delhi, India| Aug 2012- July 2015

IRB Certification

Social-Behavioral-Educational (SBE) Researchers and Key Personnel

SKILLS

- Market research
- SEO
- SPSS Software
- Mturk-for survey
- UI designing
- Social media strategy
- Marketing
- Corporate blogging
- Project management
- Layout design
- Photo editing
- Event planning
- Event management
- Web content development

LEADERSHIP EXPERIENCE & AWARDS

- **Volunteer: Advertisement Week 2018**
- **Member- Student Body: School of Management**
New York Institute of Technology | 2018-19
- **Corporate challenge: 3rd position Courtyard by Marriot**
New York Institute of Technology | 2018
- **Teach with technology: 1st position**
New York Institute of Technology | 2018
- **Excellence award: integrating technology in School of Management**
New York Institute of Technology | 2017-2018
- **President: Arts Student Association**
Jesus and Mary college, New Delhi, India | Sep 2014- Sept 2015
- **Vice-president: Arts Student Association**
Jesus and Mary college, New Delhi, India | 2013- Sept 2014
- **Creative Arts Captain**
Delhi Public School, Ghaziabad, India | May 2012-2013

EXPERIENCE

GRADUATE ASSISTANT: TITLE XI AND COMPLIANCE COORDINATOR

NEW YORK INSTITUTE OF TECHNOLOGY | JAN 2019- PRESENT

- Conducting surveys on social issues and awareness
- Planning and Developing content for promotion

GRADUATE ASSISTANT: DEAN'S OFFICE, SCHOOL OF MANAGEMENT

NEW YORK INSTITUTE OF TECHNOLOGY | SEPT 2018- PRESENT

- Planning and implementing activities for better student experience
- Assisting in advisement and enrollment of graduate and undergraduate students
- Managing events and creating social media content

GRADUATE ASSISTANT: LIBRARY

NEW YORK INSTITUTE OF TECHNOLOGY |JAN 2018- DEC 2018

- Managing activities at the circulation desk and helping students with basic books and research material
- Assisting librarian with events and managing them

CAREER AMBASSADOR: MARKETING TEAM, CAREER SERVICES

NEW YORK INSTITUTE OF TECHNOLOGY |OCT 2017- SEPT 2018

- Developing and implementing marketing strategies (online/offline)
- Creating content for brand promotion and social media

RESEARCH GRADUATE ASSISTANT: SCHOOL OF MANAGEMENT

NEW YORK INSTITUTE OF TECHNOLOGY, NEW YORK, NY
JAN 2018- MAY 2018

- Assisting in research on "The Emergence of Entrepreneurial Ecosystem Social Capital on Women and Minority Owned Technology Venture Success"
- IRB trained for research on human subjects
- Creating a database for the survey

MARKETING ASSOCIATE

ROPOSO, GURGAON, INDIA |NOV 2016 – JUNE 2017

- Created content for Search Engine Optimization and Management of, off-page and on page search engine optimizing projects of the company
- Managed customer relations and communications and handled the company's social media pages (Twitter, Facebook, Instagram, Roposo) to enhance customer view and gain business penetration
- Worked to increase the company's vendor association, got company's like Bigsmall.com, my flower tree, Archie's online, feltfetish etc. on board and curated their e-commerce products on the company's website

FOUNDING MEMBER

SEEDHAT: BRANDING STARTUP, GHAZIABAD, INDIA |JULY 2014- JULY 2017

- Established a marketing and branding based startup for restaurants in Ghaziabad, India
- Handled business development, fetching contact and meeting potential client until turning them into end clients
- Worked in planning and execution of marketing strategies for social media and promotional events