
SONAM CHOPHEL

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EDUCATION

- 2017 Higher National Diploma, Commercial & Industrial Design, BAID, London UK.
- 2017 Masters in Business Administration, University of Canberra, Australia-Bhutan.
- 2010 Bachelor's Degree, Naresuan University, Phitsanuloke, Thailand

Other Trainings:

- ISO 22000 & HACCP Certification training
- ICIMOD Mentor for Green Climate resilience & innovative business ideas
- Certificate Program, Business acceleration with IC2 Institute Training program, University of Texas, Austin, USA 2018
- Short course- Business strategy and work plan acceleration program, Queensland University of Technology (QUT), Brisbane, Australia, 2019
- March 2018: Speaker/ Panel member for "Better Business Summit 2018" of renewable energy at the Himalayan Consensus Summit 2018, Kathmandu, Nepal
- 1st Runners up for Lemon Ideas, India's largest startup community competition
- September 17: Speaker for Mountain Echoes at Power of Dreams, 2018, Thimphu
- Investible OTEC APAC Pitch, 2018, Bangkok, Thailand

EXPERIENCE

Bhutan CSI Association (ABCSI), 2023

- President elects of Bhutan CSI Association
- Apex association for the SME's of Bhutan

CSI MARKET, Retail Market, 2020- Present

- CEO at CSI Market, Board Advisor & associate partner, Bhutan store Bangladesh, Australia &, USA.
- Developed Bhutan's first dedicated retail marketplace for products made in Bhutan, in Paro and Thimphu.
- Operation and Management partner together with Department of Industry to support local products
- ISO 22000, FSSC 22000 and HACCP certification with BAFRA
- Bhutan store branch outlet opening in Australia and USA.

EXIM Logistics, 2020- Present

- Integrated warehouse management for product storage, flow and supply chain distribution
- Global logistics services provider for express and bulk outbound shipments
- Secondary and tertiary packaging services for local products

Branding & Marketing Consultant, APECS Bhutan 2020- Present

- Market Study & Analysis reporting
- Marketing strategy development
- Marketing development and implementation strategies

Ecommerce Policy drafting member, 2019

- Representative from Private sector
- Promotion of Cross border commerce in Bhutan
- Payment Gateway initiatives

DRUKSELL- BHUTAN'S FIRST ONLINE STORE, 2013- Present

- Founded Bhutan's first online store to sell Bhutanese products at a global marketplace.
- Digital Marketing and Market presence in 5 regions, across 30 countries worldwide.
- Represented DrukSell to chair panel at Bhutan Better Business summit 2018, Bhutan's biggest business summit, Thimphu 2018
- Speaker for Young Dreamers for Business and startups, Mountain echoes 2018
- Received 1st place for Business Concept development award by Social Media Empowerment Award, 2015, Delhi, India CREATIVE DIRECT

DIRECTOR FOR SC BRANDING & DIGITAL MARKETING, 2018- Present

- Launched Bhutan's first Branding & Digital Marketing Agency, SC Branding in 2011
- Developed & Managed various brand development and digital marketing strategies for a wide range of clients from Non-Government Organizations, small business agencies and local businesses
- Development of Integrated Marketing Strategy for startups and established business
- Won numerous awards both nationally & internationally for Design, brand development and expanded our services for international clients

ASSOCIATE BUSINESS DEVELOPMENT, 2011-2013

- Co-founded Destination Management company, Terton Travel Bhutan, Thimphu, Bhutan.

FOUNDING MEMBER, VAST Bhutan, 1998-Present

- Founding members for the establishment of VAST Bhutan, a youth led creative organization.
- Office management and IT sector development in charge and event management.
- Represented Bhutan in International creative events & received creative design awards

ENTREPRENEURSHIP TRAINING

ENTREPRENEUR' ORGANIZATINON (EO) MENTOR EVENT, 2016

- Networking & mentoring sessions with 100 global entrepreneurs
- Development of Concept into Business plan and execution strategies
- Learnt about raising capital and venture funding for startup strategies
- Learned about challenges of entrepreneurs form different countries and how they create opportunities, tackle challenges and gain access to finance.

STARTUP WEEKEND- ECOTOURISM, 2017

- Experiential entrepreneurship education training
- Learnt about Business plan development and Pitching tips and practices
- Training on business development and demo presentation strategies

DHI BizAp training, October, 2018

- Learned how entrepreneurs raise capital.
- Worked on writing a business proposal and quicklook reports.

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- Designed a go to market plan and cost-effective marketing campaign for Druksell's online store.

COMPUTER SKILLS

- Expert in Adobe creative suite
- Expert in Microsoft office suite
- Expert in Digital data analytics & Management
- Ecommerce development strategies- woocommerce, opencart, webflow and shopify
- Prototype design and User Interface Design (UX)

ADDITIONAL SKILLS

- In-depth knowledge of social media marketing platforms: Twitter, Google+ Facebook, LinkedIn, Instagram, Pinterest.
- Expertise in social media marketing such as Facebook pixel, Google adwords and Youtube marketing
- PPC and CPA marketing expert with Google and Facebook
- In-depth knowledge in digital data management and data analytics
- Licensed creative development/Interior Design/ Landscape design with CDB, Bhutan
- Graphic Design, Photography & video production/ Cinematography
- Mentoring & coaching aspiring entrepreneurs.

REFERENCES:

- **Chhimi Tshering**, Director, Department of Industry, MoEA, ctshering@moea.gov.bt
- **Tandin Wangchuk**, President, Bhutan Chamber of Commerce & Industry, president@bccci.org.bt
- **Barbara Adler**, Lecturer, Denmark Design college, Royal Danish Academy of arts, Barbara@adler.org
- **Sapan Parekh**, Director , Dream maker ventures, India Ph: +91 20 67203800, sapan@dreammaker-ventures.com