

# Sonal Raj

Young professional with experience in Consulting, Marketing, Growth and Strategy. Strongly passionate about the development sector and looking to integrate creativity, collaboration and effective outreach in the Indian non-profit sector.

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## WORK EXPERIENCE

### 2021 - Current

#### Strategy and Marketing Intern

Fello Financial Services

- Building Fello (a fintech start-up based in Bengaluru) while working on **Outbound/Inbound go-to marketing strategies** and execution of campaigns.
- Working on **social media and gaming partnerships to enhance customer base and in-app features**

### 2019 - 2021

#### Strategy, Insights and Planning Associate

ZS Associates, Pune

- Worked in a **fast-paced analytics project** with a Fortune 500 client in answering pivotal business questions about launch, development, growth and opportunity assessment
- Handled the team's Digital Excellence workstream** to analyse performance of **marketing strategies and stakeholder engagement**.
- Managed and performed quantitative and qualitative market analyses to **build and assess client strategy**

### 2016 - 2017

#### Marketing and Sales Intern

LOL Ventures, Mumbai

## EDUCATIONAL QUALIFICATIONS

### 2016 - 2019

#### Bachelor of Management Studies

St. Xavier's College, Mumbai  
3.82/4 CGPA

### 2014 - 2016

#### Higher Secondary School

St. Michael's Academy, Chennai  
96%

## LEADERSHIP AND EXTRACURRICULARS

- Chairperson of the Harvard Conference in Asia Program** - Led the Indian delegation at Harvard University, Boston and organised the Indian Leg of the event on **Redefining Leadership – Initiative and Influence in the modern world**.
- Head of Marketing and Finance** - Built lucrative and creative partnerships to raise funds to smoothly organize the Business Conference at St. Xavier's college
- Head of Administration (Malhar)** - Led a group of over ~50 volunteers to organize and facilitate the administration functions for the college fest
- Volunteer at the XRCVC** - Content curator and scribe for the visually challenged community associated with the 'Xavier's Resource Centre for the Visually Challenged'
- Proactive participant at the **'ZS Cares'** CSR events

## TECHNICAL SKILLS

- Google Analytics
- Strategy Consulting
- Adobe Analytics
- Fundamentals of Digital Marketing
- Fundraising and Outreach
- Market Research
- Microsoft Office
- Client Communication
- Sponsorships and Partnership
- Social Media Content

## INTERESTS

- Kickboxing
- Drama and Theatre
- Cycling
- Community service

## LANGUAGES

- English
- Hindi
- Tamil
- French