

SONALI KRISHNAN-DEEM

CONTACT

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[HTTPS://SONALIKD.COM/](https://sonalikd.com/)

SKILLS

- Proficient in Adobe Creative Cloud, MS Office, Google Suite
- Proficient in Klaviyo, Shopify, and Wix
- Familiar with HTML, GitHub
- Skilled in content writing, copyediting, and proofreading
- Comfortable with social media platforms
- Excellent analytical skills
- Self-motivated
- Cooperative and dedicated team member
- Outstanding interpersonal and customer service skills
- Organized and energetic leader
- Quick learner
- Flexible and adaptable

WORK EXPERIENCE

Campaigns Manager • Thistle Farms • Nashville, TN • August 2021 – January 2022

- Created multiple strong landing pages to highlight stewardship, impact, and holiday gift guides for the organization
- Increased sales 17% above 2019 and 60% above 2018
- Created copy and managed design of 30 email campaigns
- Generated more than \$175,000 in revenue from 30 email campaigns
- Managed creation of social assets for 15 campaigns
- Doubled content interactions and increased social media reach by 300% on Instagram for founder of the organization
- Assisted in organizing and executing most recent book launch for founder of the organization

Manager • I Love Juice Bar, Belle Meade • Nashville, TN • February 2021 – August 2021

- Possess Flash P/L Mastery, while excelling in all back-office tasks like payroll, ideal vs. actual, and sales/product projections
- Oversee completion of operational support functions (i.e. purchasing, receiving, inventory, scheduling etc.) to ensure operational excellence and financial health
- Support and train a high performing team while making continuous improvements to the store

Lead Server • The Party Helpers • San Jose, CA • October 2016 – May 2020

- Lead teams of 5-6 people and was prepared to adapt to constantly changing conditions
- Maintained excellent customer service at various venues for extended periods of time in stressful conditions
- Set up and break down before and after weddings, parties, and corporate meetings

Server • Souvlaki Greek Skewers • San Jose, CA • September 2016 – July 2018

- Billed customers and accurately took orders over the phone while providing excellent customer service
- Opened and closed restaurant 5 out of 7 days a week

EDUCATION AND RELEVANT COURSEWORK

San Jose State University • May 2020 • San Jose, CA

Bachelor of Arts in Global Studies with a minor in Professional and Technical Writing

BA in Global Studies Courses

- International Organizations/NGOs: Understood complex organizations and conflicts to participate in a mock UN negotiation regarding the conflict in Yemen.
- Changing Ecologies: Assessed the historical implications surrounding human interaction with the global environment through group projects.
- Population and Global Change: Analyzed and evaluated data to understand trends and find solutions for global change.

Minor in Professional and Technical Writing Courses

- Editing for Writers: Utilized strong English grammar and design skills to copy edit, reorganize, and design various documents.
- Professional and Technical Writing: Used digital tools to create persuasive, well-written documents including a developer guide, a user manual, and video and print instructions.
- Visual Rhetoric and Document Design: Employed various design techniques to create promotional materials for a local nonprofit, a travel magazine, and a relevant, informational poster.

University of Tartu • Spring 2019 • Tartu, Estonia

Semester Abroad

ORGANIZATIONS AND ACTIVITIES

Global Studies Union	Treasurer	Fall 2018 - Spring 2020; 1 hr/wk
CommUniverCity	Student Representative	Fall 2018; 1 meeting/month
Delta Gamma Foundation, Gamma Eta	Member and Volunteer	2016 – 2017; 10 hrs/month
Good Samaritan Emergency Department	Volunteer	2016 – 2017; 4 hrs/week
Our City Forest	Volunteer	2014 – 2018; 10 hrs/month
Cambrian Park Little League	Volunteer	2012 – 2018; 20 hrs/month

REFERENCES

Val Holden Sr. Director of Marketing, Thistle Farms

Email: val.holden@thistlefarms.org

Phone: Available Upon Request

James Marino Supervisor, I Love Juice Bar

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