



CONTACT

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Mumbai, Maharashtra

SKILLS

- Wordpress
- Canva
- Social Media Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Time Management
- Performance Marketing
- Digital Marketing
- Blog Writing
- Microsoft Office
- Quick Learner

LANGUAGES

- English
- Hindi
- Marathi

HETAL SONI

CAREER OBJECTIVE

To obtain a position where I can utilize my knowledge and skills to achieve measurable results and make a positive impact on company's bottom line.

WORK EXPERIENCE

Aliens Tattoo

2025 - PRESENT

Performance Marketing

- Creating and implementing marketing strategies including paid search, social media, and email marketing.
- Researching on market trends and customer insights and making required changes
- Identifying potential brands and influencers that align with our vision.

Arni Shares Pvt Ltd

2022 - 2025

Equity Trader and Relationship Manager

- Execution of trades on behalf of clients and company.
- Analysing market trends, charts and trading accordingly
- Regularly reviewing portfolio performance and suggesting adjustments according to the market trends

Moringa Frontiers Pvt Ltd

2021 - 2022

Sales and Marketing

- Responsible for planning, coordinating and administrating market research projects with the team.
- Handling the social media of the company

CERTIFICATES

- Advanced Digital Marketing (Dgmark Institute)
- Brand and Product Management (IE Business School)
- Managing the Future of the Company (University of London)
- Managing Projects Risk and Changes (IE Business School)

EDUCATION

Master of Business Administration

2025 - 2027

NMISM College

Bachelor of Business Management

APRIL, 2023

Graduate, Nagindas Khandwala Autonomous College
Grade - A+

HSC, Nagindas Khandwala Autonomous College

FEB, 2020

Score - 83.60%

SSC, Swami Vivekanand International School

MAR, 2018

Score - 86.70%