



# 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 Performance Marketing** 2025 - PRESENT
  - 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%

## 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