



Area(s) Of Interest : Marketing, Business development, Analytics, Real Estate

Educational Qualifications	Year	Board/Institution	CGPA*/%
UG (IV Year II Semester)	2009	Indian Institute of Technology- Roorkee	7.268
Twelfth Class	2005	St. Angela Sophia Sr. Sec. School (C.B.S.E.), Jaipur	86.000
Tenth Class	2003	St. Angela Sophia Sr. Sec. School(C.B.S.E.), Jaipur	95.800



*GPA on a scale of 10

JOB INFORMATION

Zigndog Media

Head, Marketing and PR - As one of the founding members of ZignDog Media, I conceptualized and set up the company. I looked into generating new business by identifying clients and pitching proposals to them. Starting from scratch I have been responsible for generating an amount of over 4 lakhs, in the first 6 months. This has helped ZignDog grow organically and evolve from a design to development and consultancy company. My work taught me to develop effective business proposals and has evolved my communication skills. (March 2009 onwards -)

INTERNSHIP

Technology and Systems / Architecture

Total Environment Building Systems, Bangalore (June 10- July 25, 2008)

Led a six member team to design and develop master data and rich content for an online productivity suite for handling mass customization of lifestyle residential projects at TE, a leading construction and design firm. A patent was successfully filed for the software application at the end of the internship period.

Design/ Marketing

Cheese Corporate Care, Bangalore (June- July 2007)

Designed product portfolios & corporate websites, structured project proposals and coordinated client engagements while working closely with a team of partners and senior business analysts at Cheese Corporate Care, a boutique design Start- up.

Architecture and Graphic Design

Axes Design, Jaipur (May 15 - July 15, 2006)

Successfully completed four engagements involving design, detailing and project execution of institutional and housing projects. Regularly presented my in-depth understanding of architectural elements and design process to senior executives while delivering under strict timelines.

PROJECTS

Department of Architecture & Planning, IIT Roorkee

B. Arch. final year Thesis: Treamis World School, Bangalore (Ongoing, July- Dec.'09)

Challenging in nature, due to scale of project and need to create myriad user experiences in an educational system, it involved conceptualization, design and articulating working drawings with details, preceded by extensive literature research and live case studies.

SKILLS AND ACHIEVEMENTS

Computer Languages:	Basic C++
Software Packages:	AutoCAD, Adobe Photoshop, CorelDRAW, 3DSmax
Academic Achievements:	1) A.I.R.-7 in Class 10 C.B.S.E. examination(2003). 2) Completed,with Grade Excellence one semester Elementary French Language course conducted by L'Alliance Française.
Additional Courses Taken:	Industrial Sociology, Economics, Alternate Energy Sources
Languages Known:	English (S/R/W); Hindi (S/R/W); French (S/R/W);

EXTRA CURRICULARS

INTER IIT SPORTS (2007,08,09)

Key member of the Silver Medal Winner Institute Basketball Team at the 43rd and 44th Inter IIT sports meet. (IIT Bombay, 2007 and IIT Madras 2008 respectively) and Silver Medalists at Sangram, IIT Roorkee (2009).

WATCH OUT NEWS AGENCY (WONA) (2005-08)

Chief Finance Co-ordinator of the institute quarterly news magazine. Directly responsible for procuring, regulating and budgeting funds and regularly contributing to literary articles. Eventually, led a 5 member team to launch the first hostel magazine of its kind(Mirage-2007). Acted as the Chief Finance Coordinator and an active penman.

THOMSO (The Annual IIT Roorkee Cultural Festival) (2006,07,08)

Led a 25 member team as the Event manager of 'Vogue'- one of the biggest institute level fashion competition (2008). Organizer and Co-coordinator of 'Youthansia'- the War of DJ's for the first time in IIT Roorkee (2007). Media & Content Management and PR handling for the festival (2006).

COGNIZANCE (The Annual IIT Roorkee Technical Festival) (2007)

Member of the Sponsorship team for the Department of Architecture and Planning

HIMALAYAN EXPLORERS' CLUB (2005-06)

As an active member of the H.E.C.- Roorkee chapter, participated in various Ranging camps.

SRISHTI, HOBBIES CLUB (2006)

Served as the Executive Designer for the Annual Techno- hobby Exhibition, IIT Roorkee

CULTURAL COUNCIL, IIT ROORKEE (2005-06)

Member of the Programme Management Section

NATIONAL CADET CORPS (N.C.C.) (2001)

Represented School as the squad leader in the Rajasthan State Republic Day Camp, Jaipur.

PERSONAL DETAILS

Fathers name :	Mr. Chander Soni	Date of Birth :	02-05-1987
Gender :	Female	Category :	General
Permanent Address :	F-2, 293- Mansarovar Residency Sri Gopalnagar Gopalpura bypass Jaipur 302015		
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REFERENCES

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