



THOMAS PROFILE COMPETENCIES

Communication skill
Interpersonal skill
Result-Oriented

TECHNICAL SKILLS & CERTIFICATIONS

Excel – Intermediate
Canva – Intermediate
Adobe Photoshop - Beginner
Advanced Google Analytics from Google
Fundamentals of Digital Marketing from Google Digital Garage
Content Marketing from Hubspot
Digital Skills: Web Analytics from Accenture

INTERESTS & HOBBIES

Typography & Calligraphy
Painting
Singing

REACH ME AT

MOBILE NUMBER

+91 8050561854 (Call)
+971 543524806 (WhatsApp)

Email ID

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sonali.madhusudhan2224@jagsom.edu.in

LinkedIn Profile

<https://www.linkedin.com/in/iam-sonali/>

Domicile

Dubai, United Arab Emirates

LANGUAGES

English & Hindi

(Reading, writing, speaking, and listening)

Kannada & Telugu (Speaking and listening)

Arabic (Basic Writing & Reading)

Sonali Poralu Madhusudhan

PGDM in Marketing with Analytics Minor – Equipping for MarTech

CAREER OBJECTIVE

To be a marketing professional, where I can leverage my communication, interpersonal skills, and creativity to drive growth, deliver exceptional customer experiences and contribute to the overall success and profitability of the organization.

INDUSTRY PROJECT(S)

Organization: Unschool, Hyderabad

Designation & Duration: Head of Campaign (5 months)

Summary: Initiated and led the International Campaign in the Middle East. Headed the intern hiring and management process; and achieved sales figures worth ₹85,000.

Organization: Viral Fission, Mumbai

Designation & Duration: Campus Ambassador (7 months)

Summary: Collaborated with well-known brands like Times Now, Myntra, Vice, etc. and promoted the brands on social media platforms.

ACADEMIC PROJECT(S)

Organisation: MiNature

Subject: Request for Problem (RFP) Project

Summary: Understanding the consumer behaviour withing the herbal beauty segment (Project in Progress)

Topic: Research Incubation Project in E-Commerce Fashion & Apparel Industry

Objective: Understanding how each of the brands under the TMRW, House of Brands leverages the parent company to improve their brand equity and their distinct value (Project in Progress)

Organisation: Sodexo

Subject: Design Thinking Project on Tackling the problem of food experience & wastage

Summary: Proposed the concept of Social Sundays which brings the famous dishes from different states of India for students to try and experience.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 8.7

Bachelor of Commerce | Poornaprajna College, Udupi | 2021 | 92.62%

Certificate in Business Accounting (Cert. BA) | Chartered Institute of Management Accountants (CIMA), London | 2019

PAST EDUCATION

Higher Secondary with Commerce | The Indian High School, Dubai | 2018 | 91.2%

Secondary School | The Indian High School, Dubai | 2016 | CGPA of 9

ACCOMPLISHMENTS & ACTIVITIES

- **Chief Creative Officer** at Kanyathon Company, a charity marathon event for educating and empowering the girl child. Managed a team of designer & writers. Created designs and written content for the website and the physical event. (2023)
- **President** of Students' Council at Poornaprajna College, Udupi. (2021)
- **Head of Media Relations at BeAMasters Club** a student-driven Business Club at school, organised business events such as Comm Factor and Product Launch. (2017)
- **Entrepreneur** of artistic home décor products at the age of 16 and achieved profits worth AED 500. (2016-2017)