

SONALI KAPOOR

New York

www.sonalikapoor.com

info.sonalikapoor@gmail.com | +1(929)453-6217

SUMMARY

Marketing, Product and Growth specialist with 3 years of work experience in digital marketing, business development and product management

EDUCATION

- MBA: Marketing, New York Institute of Technology, NY GPA-3.79 Sept 2017- May 2020

EXPERIENCE

CONSULTANT FOR PUBLIC GOOD, Harlem Renaissance HDC

Feb 2019-

Present

- Spearheading team of consultants to work on projects, ensuring in time work completion and 100% client satisfaction while establishing and maintaining interpersonal relationships
- Developing marketing strategies and consulting with teams on product development such as website UI, promotional material and collaborations to promote non-profit organizations to increase footfall and impressions during their events and for business

RESEARCH GRADUATE ASSISTANT, New York Tech.

Jan 2018- May

2018

- Assisted Market research on “The Emergence of Entrepreneurial Ecosystem Social Capital on Women and Minority Owned Technology Venture Success”, created a database for survey and analyzing findings to learn what problems women entrepreneurs face while looking for investment and how can it be resolved
- Logged responses and communicated with prospective respondents to explain intent of the survey

MARKETING ASSOCIATE, Roposo

Nov 2016 – Jun 2017

- Curated business vendors and products for the development and customer retention strategies while negotiating contracts with vendors and formulating distribution strategies
- Coordinated and improved search engine ranking up to 40%, and analyzed results using analytical tools. Increased search ranking of “course page- ROPOSO blogging academy” to the first page on Google search within a 10 days target period
- Formulated and coordinated marketing activities to promote products and services, worked with advertising and influencer management team
- Developed pricing strategies, balanced firm’s objectives and customer satisfaction

CO- FOUNDER, Seedhat

July 2016- July 2017

- Spearheaded product at a growth marketing and consulting agency for the restaurant industry
- Headed a team of 12 employees and 15 interns and provided each department with a set roadmap
- Provided marketing team with business research and business strategies for product marketing and assisted them with sales

SKILLS

Marketing- Market research and analysis, Advertising campaign, Search Engine Optimization, User Interface designing/optimization, Social media strategy and promotion, AdWords, email marketing, dissemination techniques and methods

Technical- MS office, SPSS Software, Qualtrics

Operations- Project management, event planning and management, Customer Relationship Management, Active Learning and Listening

AWARDS AND ACHIEVEMENTS

- Recipient of graduate scholar award at NYIT | Jan 2019
- Experiential Education award for Industry Consultation NYIT| May 2019
- Faculty nomination: Member; Mu Kappa Tau, National honour society for marketing majors |2019