

SONAL SONKAR

A diligent and enthusiastic learner who is passionate about both personal and professional development: possess an optimistic outlook, good problem-solving abilities, and the willingness to take on new challenges and successfully contribute to the team's success. Eager to put knowledge and skills to use in an energetic work environment while seizing chances for further growth and development.

Contact

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📍 | Kidwai Nagar East,
New Delhi-110023

Education

● Bachelor of Science

Physics, Computer Science &
Mathematics
2016-2019
Bangalore University

● Master of Arts

Sociology
2020-2022
DDU Gorakhpur University

Language

English

Hindi

Skills

Organized

Leadership

Teamwork

Communication

Critical thinking

Technical Knowledge

● WordPress Design

Knowledge and experience in creating and managing websites using WordPress, a famous platform for building and designing websites.

I have knowledge about Website analysis tools like Semrush.

● Social Media Marketing

Skilled in social media marketing which is crucial in today's digital world as it allows for successful online interaction, brand expansion, and audience engagement.
& have knowledge about tools like SproutSocial and Metricool.

● SEO(Search Engine Optimization)

I can find the best and trending words to help websites appear on Google Search, making it easy for users to find the website and improving the website traffic.

● Content Writing

I have skill in writing content, which is important in the modern world since it allows for clear and powerful communication.

● E-Mail Marketing

I'm skilled at crafting email campaigns that engage audiences and encourage conversions by maximizing the impact of focused messaging, eye-catching design, and strategic content.

Professional Certificates

Advance course in Digital Marketing from NSIM in 2024

Project Work

- Worked with Shama Candles to increase sales by implementing effective social media marketing.
- Developed and refined product listings on many e-commerce sites to improve online presence and draw clients.
- Edited product photos to guarantee a superior visual display, increasing sales and consumer interaction.
- Personalised marketing tactics and product offerings by analyzing consumer input and market trends.
- Managed social media accounts, posting frequently and creating engaging content to increase brand exposure and follower engagement.