

Sonal Yadav

Master of Management Studies (MARKETING)

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Academic Qualifications

Qualification	Specialization	Board / University	Institute Name	Year of Passing	%
MMS	MARKETING	Mumbai University	St. Francis Institute of Management and Research Borivali	2021	72.98%
B.com	COMMERCE	Mumbai University	S. S. & L. S. Patkar College of Arts & Science & V. P. Varde College of Commerce & Economics	2018	48.85%
Grade XII th	COMMERCE	Maharashtra state board	S. S. & L. S. Patkar College of Arts & Science & V. P. Varde College of Commerce & Economics	2015	53.08%
Grade X th	-	Maharashtra state board	Vpm's Vidya Mandir School	2013	57.80%

Internships and Major Projects

Total: 3 Months

Digital Marketing Intern at NNEELL'S INVEST

1ST MAY 2020 TO 2ND JULY 2020

Area of Internship

- Learned about digital marketing.
- Performed cold calling activity in order to generate prospective leads for the company.
- Preparing client database for cold calling.
- Designing creative banners and posters (canva app, Adobe Spark) for the ad campaigns that were displayed on various social media platforms (Instagram, Facebook, LinkedIn) in order to generate warm leads.

Project Name

A Study on NNEELL's INVEST Social Media Campaign Effectiveness & Customer Management.

Certifications

- HR summit Co-ordinated responsibilities
- yoga certificate course
- Won 3rd price in Street Play Competition (**UDAAN**) (University of Mumbai)
- Certificate of appreciation for completed program on "Leadership Development for success" in 2019.

Extra-Curricular Achievements and Activities

Positions of Responsibility	• Co-ordinated for HR summit event in college in 2019 • Co-ordinated for Hospitality in exuberance event in college in 2020 • Co-ordinated the activities of luminance on 2020
Participation	• ENTREPRENOW COMPETITION • RANGOLI EVENT 2019

Skills

- Strong Work Ethics
- Teamwork
- Microsoft Office pack – (Word, Excel, PowerPoint.)
- good communication
- Creativity
- Quick Learner

Areas of Interest

- Photography
- Fashion and Styling
- Yoga
- Sketching and Creativity