

# SONALI LODHIA

slodhia92@gmail.com [www.sonalilodhia.com](http://www.sonalilodhia.com)

IG : @TheHauteShot

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## E D U C A T I O N

**The University of Southern California** Los Angeles, CA *Dec 2017*

MA in Global Media

(Annenberg School of Communication and Journalism & Marshall School of Business)

**Condé Nast College of Fashion & Design** London, England *July – Aug 2017*

Vogue Intensive Summer Course: Winning proposal on October issue pitch

*\*Presentation available upon request*

**The London School of Economics and Political Science** London, England *Nov 2016*

MSc in Communications

**Chapman University** Orange, CA *Dec 2014*

BA in Public Relations and Advertising (Dodge College of Film and Media Arts)

Minor in French

## E X P E R I E N C E

**Publicity Intern: Wolf Kasteler Public Relations** Los Angeles, CA *May – July 2017*

- Work on public relations campaigns specializing in film, television, music and fashion
- Work with high profile clients from different disciplines of the entertainment industry

**Comm & MKTG Intern: The Recording Academy** Santa Monica, CA *Feb – May 2017*

- Proof read and drafted press releases, radio spots, media alerts, and media memos
- Wrote articles on behalf of The Recording Academy for other publications
- Worked with the company through a rebranding

**TooFab.com Intern: TMZ** Playa Vista, CA *Sept 2016 – Dec 2016*

- Developed interview questions, wrote a minimum of 5 stories a day, conducted interviews with celebrities
- Assisted with filming

**Fashion Columnist: Newport Beach Independent** Newport Beach, CA *Nov 2014 – Dec 2015*

- Wrote and managed fashion column for the Newport Beach Independent newspaper
- Published content pertaining to events, current trends, fashion and the Newport Beach area

**Vogue India Digital Features Intern: Condé Nast** Mumbai, India *Feb – Aug 2015*

- Interviewed and wrote articles for the online publication
- Promoted Vogue.in stories on social media platforms such as: Facebook, Twitter, Instagram
- Managed backend of the online publication using WordPress and Content Management System
- Proof read, edited, fact-checked, and oversaw layout and appearance prior to publication

**PR/MKTG: Orange County Fashion Week (OCFW)** Orange County, CA *June 2014 - Sept 2014*

- Managed social media accounts for OCFW and increased social media following
- Coordinated fashion week events: scouted out venues, contacted sponsors, created guest lists etc.

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## **Business of Fashion Intern: Nordstrom** Costa Mesa, California

*June 2013 - Aug 2013*

- Formulated marketing business plans, analyzing key metrics, developed marketing strategies
- Developed a business proposal, including an oral and video presentation, to attract the millennial consumer- these ideas were implemented in current business plan and on the Nordstrom App

## **Cannes Film Festival Intern: Screen Media Ventures** Cannes, France

*May 2013*

- Worked directly with the VPs of International Sales and Acquisitions to pitch sales to international clients
- Identified film target markets and utilized different marketing techniques for each audience

## T E C H N I C A L   S K I L L S

- Proficient in Microsoft Office, Adobe InDesign, Adobe Photoshop, and Avid
- Comprehensive understanding of WordPress and comfortable navigating other mainstream Content Management Systems
- Expertise in organically increasing the visibility of a website or a web page through Search Engine Optimization