

AMANDA SODHI

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EDUCATION: Marymount University (Arlington, VA)

- Graduation: May 2008—Summa Cum Laude
- B.A. in Communications & English; Minor: Business/Marketing
- Cumulative G.P.A.: 3.95/4.00
- Dean's List: All semesters
- International English Honors Society: Sigma Tau Delta member
- Evelyn Ludlow Award: Best English Senior Seminar essay
- Academic Excellence Award: B.A. in English, B.A. in Communications
- MU's Annual Student Research Conference (2008): Presented 2 Bollywood research studies
- Editor: *The Magnificat* (2007, 2008)
- Who's Who Among Students in American Universities & Colleges

COMPUTER SKILLS: (PC & Mac Platforms)

- DALET
- Adobe Audition
- Final Cut Pro
- Microsoft Office Suite (Word, Excel, Powerpoint)
- iMovie
- Windows Movie Maker
- Apple Works
- Dreamweaver

LANGUAGE SKILLS:

- English
- Hindi
- Punjabi
- Urdu
- Some Spanish

COMMUNICATIONS & BUSINESS COURSES:

- Public Speaking
- Video Production
- Media Com.
- Writing for New Media
- Intl. Advertising
- PR Techniques
- Bollywood Film Study
- Oral Interp.
- Org. Behavior
- Intro. to Acting
- Presentation Com.
- Advertising & IMC
- Bus. Experience
- Intro. to PR
- Social Marketing
- Bollywood Mkt. Rsrch.
- Princ. of Marketing

RETAIL WORK EXPERIENCE:

Lord & Taylor: Sales Associate (Jul. '06–Present)

- Very high sales figures
- Actively open new accounts
- Strong sense of fashion
- Displays & visuals
- Deal with diverse publics
- Excellent teamwork skills
- Customer-friendly service

Talbots: Sales Associate (Dec. '07–Jan. '08)

WORK EXPERIENCE:

Journalist:

- Gibson Guitar-India
- *NRI Today* (magazine)
- Published on IndiaFM.com, NowRunning.com & in *The Indian Express*
- Previously worked at the Voice of America's Hindi Services as a broadcast journalist

Camilla David Textiles Inc.: Marketing Associate (Jan. '10–Present)

- Manage & conduct social media campaigns & blogger outreach
- Form & implement marketing plans
- Copy editing & copy writing
- Photography
- Write marketing materials & press releases
- Marketing/PR/Advertising coordination
- Web site development & updating

Freelance PR Professional:

- Publicized Indian Visions Film Festival of Washington, DC (100+ media mentions)
- Publicized launch of Dingora.com (10+ media mentions)
- Publicized NY premiere of film *Life! Camera Action...* (50+ media mentions)
- PlanetBollywood.com: Social media outreach, Barter arrangements with production homes, Contests/promotions with Hollywood's Click Communications (*Slumdog Millionaire*, *The Other End of the Line*, *Like Stars on Earth*), ScriptWalla Workshop
- Washington, DC media representative of Dale Bhagwagar Media Group

Screenwriter & Lyricist:

- Working on 2 screenplays with Bollywood director & screenwriter Atul Sabharwal
- Written screenplay for Rohit Gupta's film, *Life! Camera Action...* Won Award of Merit at The Indie Fest (CA) & 4 Accolade Awards. World Premiere at MIAAC (NY).
- Written dark comedy "Bhaag." Karm Chawla is attached as a cinematographer
- Lyrics for Madhushree, Krishna, Gaurav Dayal, Kavita Seth, Aakash Gandhi and Pankaj Awasthi's upcoming projects and Rohit Gupta's film *Life! Camera Action...*

zcomm: Broadcast Industry PR (Dec. '08–June '09)

- Edited audio with Adobe Audition
- Prepared final reports, wrote media alerts
- Pitched radio interviews, RNRs, PSAS
- Pitched 60-second PSA for Participant Media to TV stations
- Clients: KingBilly, Denny's, AVMA, Campbell, Twix, Suave, McCormick Spices, The Smithsonian's American Indian Museum

The Ad Agency, Inc.: Advertising/Marketing/Special Events/HR (Oct. '08–Dec. '08)

- Proofread/edited copy
- Conducted casting sessions
- Coordinated & managed winter holiday special events at Chevy Chase Pavilion
- Provided human resources & administrative support
- Brainstormed branding, advertising, marketing, promotion ideas

The Townsend Group: B2B Advertising (Aug. '08–Sept. '08)

- Provided administrative support & prepared market share reports
- Trained by Stephen Pia of COACH Media

Indian Visions Film Festival (DC): Program Coordinator (May '08–Nov. '08)

Fleishman-Hillard: Consumer Marketing (Jan. '08–May '08)

- Conducted extensive research for Carol Orsborn
- Media tracking & media clip compilation
- Generated media lists & conducted media pitching
- Created pitch letters, backgrounders, compiled press kits & assembled Silver Anvil entry submission
- Participated in new business video pitch for Rosetta Stone & YWCA
- Developed & presented entertainment-related international new business proposal idea to consumer marketing team
- Clients: The Army's OTF Program, Coty Inc., HPBA, CEA, NCA, The Smithsonian's Butterflies Exhibit, FH Boom, Better Sleep Council, AT&T Chinatown, H&R Block, RHS

National Museum of American History: Public Affairs (Aug. '07–Dec. '07)

- Wrote press releases & email pitch letters
- Created media lists & conducted media pitching (successfully pitched to *USA Today*)
- Formed weekly media tracking reports & media clippings
- Used File Maker Pro database
- Handled media inquiries & requests

Voice of America's Hindi Services: Broadcast Journalism (May '07–Aug. '07)

- Produced & edited radio news features
- Conducted research
- Assisted with TV & Internet news
- Interviewed Bollywood celebrities