

# AMANDA SODHI

◆ [amandasodhi@gmail.com](mailto:amandasodhi@gmail.com) ◆ <http://amandasodhi.expressartist.com/> ◆

## EDUCATION: Marymount University

- 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)

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

## 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:

### Screenwriter:

- Working on 2 screenplays with Bollywood director & screenwriter Atul Sabharwal
- Written screenplay for Rohit Gupta's upcoming film, "Life, Camera, Action."
- Written dark comedy "Bhaag." Karm Chawla is attached as a cinematographer.

### Lyricist:

- Madhushree's upcoming album
- Kavita Seth's upcoming album
- Rohit Gupta's upcoming film
- Krishna's upcoming album
- Indya Records music label

### Journalist:

- ProVoices (AllVoices.com)
- *NRI Today* (magazine)
- Published on IndiaFM.com, NowRunning.com & in *The Indian Express*
- Previously worked at the Voice of America's Hindi Services (May '07–Aug. '07) as a broadcast journalist (produced, conducted & edited Bollywood celebrity interviews)

### 2008 Indian Visions Indian Film Festival (DC): Program Coordinator

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

- Social media & blogger outreach
- Marketing & PR coordination
- Photography
- Write press releases & copyediting

### PlanetBollywood.com: VP of Bus. Dev. (Apr. '08–Present)

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

- Booked/pitched radio interviews, pitched RNRs/PSAs
- Edited audio with Adobe Audition
- Assisted with radio promotions
- Prepared final reports, wrote media alerts
- Used Optimal Process, BIA, MPP & built media lists
- 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 (Oct. '08–Dec. '08)

- Proofread/edited copy
- Conducted extensive research
- Coordinated & managed winter holiday special events at Chevy Chase Pavilion
- Conducted casting sessions
- Conducted extensive research
- Brainstormed branding, advertising, marketing, promotion ideas
- Created RFPs, marketing plans, fact sheets
- Provided human resources & administrative support
- **The Townsend Group:** B2B Advertising (Aug. '08–Sept. '08)
- Provided administrative support & prepared market share reports
- Trained by Stephen Pia of COACH Media

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

- Conducted extensive research for Carol Orsborn
- Used Cision & Factiva
- Media tracking & media clip compilation
- Generated media lists & conducted media pitching
- Created pitch letters, backgrounders, compiled press kits & assembled Silver Anvil entry submission

### Updated TheBoomerBlog.com

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

### 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