

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)

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

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
- 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
- Written dark comedy "Bhaag." Karm Chawla is attached as a cinematographer.

Lyricist:

- Madhushree's upcoming album
- Krishna's upcoming album
- Rohit Gupta's upcoming film
- Kavita Seth's upcoming album

Journalist:

- ProVoices (AllVoices.com)
- PlanetBollywood.com
- *NRI Today* (magazine)
- PassionForCinema.com
- Published on IndiaFM.com, NowRunning.com & in *The Indian Express*
- Previously worked at the Voice of America's Hindi Services 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. '09–Present)

- Social media outreach
- Photography
- Marketing & PR coordination
- Write Press releases

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 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 Pitch for Rosetta Stone & YWCA
- Developed & Presented an Entertainment-Related International New Business Proposal Idea to Consumer Marketing Team
- Clients: Army's OTF Program, Coty Inc., HPBA, CEA, NCA, H&R Block, RHS, Smithsonian's Butterflies Exhibit, FH Boom, Better Sleep Council, AT&T Chinatown

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 & Used File Maker Pro
- Handled Media Inquiries & Requests

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

- Produced, Conducted & Edited Radio News Features & Bollywood Interviews
- Developed Story Ideas & Conducted Research
- Assisted with TV & Internet News