

# SONALI GUPTA

WRITER – EDITOR – STRATEGIST

## PROFILE

I am a professional writer seeking opportunities in health, wellness and culture writing. In 2008, I was diagnosed with muscular dystrophy. Since then, I've lived between Mumbai and New Jersey to manage my health needs. I have shared my journey to India through personal essays, digital photography and speaking events. I am currently working on a manuscript for a novel. I also write short-form, researched articles on disability and social issues. I am able to tap into public interests and execute sharp content for specific audiences. Due to COVID, I have returned to New Jersey more full-time.

## SOCIAL

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## SKILLS

- ❖ Editor of *Aaj Kal*, a magazine for American Club of International Women - Mumbai
- ❖ 2019 'Bound' Writers Retreat Participant
- ❖ 2018 'She Creates Change' Changemaker for [change.org](http://change.org)
- ❖ CosmoGIRL! Project 2024 Winner and documentary participant
- ❖ Fluent in English
- ❖ Fluent in Hindi
- ❖ Very conversational in Spanish

## EXPERIENCE

- 2018- Present **Freelancer, Remote**  
*Writer, Editor, Speaker*  
Published essays in Huffington Post, Vogue, BuzzFeed India, and other publications. Essay featured in 2019 anthology, 'Skin Stories'. Teach writing workshops on storytelling and speaker at disability-related events
- 2016-2018 **Hitech Group, Mumbai, India**  
*Communications Executive*  
Handled all internal and external communications within Hitech Group's three companies while reporting directly to MD. Created PPT's and pitch proposals.
- 2014-2018 **Asia TV USA, New York, NY**  
*Freelance Writer; Data Consultant*  
Covered breaking news stories, entertainment profiles, and pitched & developed general interest articles for India.com as well as Asia TV sponsored websites. Curated and transferred metadata for catalogue of ZEE TV movies and shows.
- 2013-2014 **Marlboro Medical Center, Marlboro, NJ**  
*Marketing Manager*  
Designed and executed brand redevelopment strategies via multimedia videos. Championed marketing campaign, increasing patient load by 40%.

## EDUCATION

- 2004-2008 **New York University**  
**College of Arts and Sciences, New York, NY**  
*Bachelor of Arts in Economics/Minor in Spanish*  
*Julius Silver Scholarship for Academic Excellence*
- 2006 **New York University Study Abroad Program**  
**New York University, Madrid, Spain**  
*Certified in Spanish International Business & Commerce*

## ADDITIONAL EXPERIENCE

- 2008-2009 **Teach for India, The Akanksha Foundation, Pune, India**  
*Teacher, Mentor*  
Taught a classroom of 30 girls English, math, and personal development skills.
- 2007-2008 **Universal Music Group/Creative License, New York, NY**  
*International Marketing and Music Licensing Intern*  
Served as liaison to 30 Island Def Jam artists and over 100 international journalists. Drafted rights enforcement documents for intellectual properties.