



SONALI GUPTA

FREELANCE WRITER

EDUCATION

BACHELOR OF ARTS, MAJOR IN ECONOMICS/MINOR IN SPANISH

NEW YORK UNIVERSITY

College of Arts and Sciences, New York | 2004- 2008

Julius Silver Scholarship for Academic Excellence

NEW YORK UNIVERSITY IN MADRID

Study Abroad Program, Madrid | 2007

Certified in Spanish International Business and Commerce

WORK EXPERIENCE

FREELANCER

Self, Remote | 2018 - Present

- Published essays in Huffington Post, Vogue (print), BuzzFeed India
- Featured essay in 2019 anthology 'Skin Stories'
- Organized and taught writing workshops

COMMUNICATIONS EXECUTIVE

Hitech Group, Mumbai, India | 2016 - 2018

- Designed and executed rebranding strategies with marketing team
- Handled all internal and external communications within Group's three umbrella companies
- Created pitch presentations, website and social media content and all formal proposal

DATA CONSULTANT

Asia TV, New York, USA | 2014 - 2018

- Reported news, entertainment, and wellness stories for India.com
- Developed metadata for Zee TV movies and shows

MARKETING MANAGER

Marlboro Medical Center, New Jersey, USA | 2013 - 2014

- Launched social media channels and developed weekly content, increasing patient load by 45%
- Introduced Electronic Medical Records system, led training sessions
- Managed staff of ten with billing and accounts

PARALEGAL

Weitz & Luxenberg, New York, USA | 2011

- Prepared and analyzed materials for litigation
- Served Defense Counsel and briefed clients on all cases

ABOUT

I am an experienced writer seeking opportunities in wellness and culture writing. I divide my time between New Jersey and Mumbai. I have shared my journey in health through personal essays, short stories, digital photography and speaking events. I also write long-form, researched articles. I am able to tap into public interests and deliver unique yet reliable content for a wide audience.

ACHIEVEMENTS & SKILLS

- Fluent in English
- Fluent in Hindi
- Very conversational in Spanish
- Former Editor of Aaj Kal magazine, a publication for the American Club for International Women, Mumbai
- CosmoGIRL Project 2024 Winner
- 2019 'Bound' Writer's Retreat Selected Participant
- 2018 'She Creates Change' Selected Participant, a change.org initiative


CONTACT

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 @sonaligups

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ADDITIONAL EXPERIENCE

CAMPAIGN DIRECTOR

HopeMonkey, Mumbai, India | 2013 - 2014

- Spearheaded and led activities for online campaign VEER, highlighting the plight of marginalized and underserved communities in Mumbai

TEACHING ASSISTANT

Teach For India, Pune, India | 2008 - 2009

- Prepared and delivered lesson plans on English, Math and Personal Development Skills for a classroom of 30 young girls through the Akanksha Foundation

INTERN

Universal Music Group, New York, USA | 2007 - 2008

- Served as liaison to roster of Island Def Jam artists and over 100 international journalists
- Drafted rights enforcement documents for intellectual properties