

Sonali Krishnan-Deem

Digital specialist, courageous leader, and competent problem-solver that is always seeking an opportunity to aid in changing communities.

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EXPERIENCE

Thistle Farms, Nashville, TN — *Campaigns Manager*

August 2021 - PRESENT

- Created strong landing pages to highlight stewardship, impact, and holiday gift guides for the organization
- Implemented ongoing SEO strategies and tactics for easy shopping via desktop or mobile
- Created innovative content and managed a small team to design 30 creative email campaigns
- Generated more than \$175,000 in revenue from 30 email campaigns
- Increased sales and engagement 17% above 2019 and 60% above 2018
- Doubled content interactions and increased founder's reach by 300% across social media platforms

I Love Juice Bar, Nashville, TN — *Store Manager*

February 2021 - August 2021

- Possessed Flash P/L mastery while excelling in all back-office tasks such as payroll, calculating ideal vs. actual food costs, and sales/product projections
- Oversaw completion of operational support functions (i.e. purchasing, receiving, inventory, scheduling, etc.) to ensure operational excellence and financial health
- Trained and supported a high-performing team while making continuous improvements to the store

The Party Helpers, San Jose, CA — *Team Lead*

October 2016 - May 2020

- Lead teams of 5-6 people and be prepared to adapt to constantly changing conditions
- Maintained excellent customer service under stressful conditions at various venues for extended periods of time
- Oversaw set-up and break-down before and after weddings, parties, and corporate meetings

SKILLS

Proficient in Adobe CC, MS Office, Google Suite, Klaviyo, Shopify, Wix

Familiar with HTML, GitHub

Highly skilled in copywriting, copyediting, proofreading

Excellent analytical skills and attention to detail

Self-motivated, organized, and energetic leader

Flexible, adaptable, and a quick learner

EDUCATION

San Jose State University San Jose, CA

May 2020

Bachelor of Arts, Global Studies

Certificate, Professional and Technical Writing

REFERENCES

Val Holden

Sr. Director of Marketing
Thistle Farms
(217) 737-1752

Olivia Bane

Dir. Company Operations
I Love Juice Bar
(615) 948-8483