

Sonali Gill

Toronto, ON | sonali1396@outlook.com | (437) - 970- 4143 | [linkedin.com/in/sonali-gill](https://www.linkedin.com/in/sonali-gill)

PROFESSIONAL SUMMARY

A driven and results-oriented **communications professional** with a background in journalism, marketing, and proposal development. Strategic, innovative, and creative with extensive knowledge of the contemporary Canadian media landscape. Recognized for being a resourceful reporter, a skilled writer and layout designer, and a strong public speaker.

Areas of Expertise:

- Email Marketing
- Content Marketing
- Copywriting
- Search Engine Optimization (SEO)
- Layout Design
- Project Management
- Proposal Development
- Audience Research
- Reporting

Software Skills: Adobe Creative Suite, Microsoft Office, SharePoint, Salesforce, Facebook Ads, Instagram Ads, Hubspot, Canva, Marketo, Google Trends, Google AdWords, SEM Rush, CUE (formerly NewsGate) Creative Suite

Citation/ Formatting Styles: AP (Associated Press), CP (Canadian Press)

Portfolio: <https://www.sonalgill.com/portfolio>

WORK EXPERIENCE

PAGEMASTERS NORTH AMERICA (PMNA) THE CANADIAN PRESS | Toronto, ON January 2023-Present

PRODUCTION EDITOR

Responsible for the production process (layout design, copy-editing, and proof-reading) of seven Hearst Newspapers based in Michigan and Texas following the AP style.

- Copy-edited stories and rewrote headlines, decks, and photo captions where required.
- Planned and designed pages across different sections including section fronts (Business, Sports).

STAPLES PROFESSIONAL INC. | Mississauga, ON

July 2022 – October 2022

PROPOSAL SPECIALIST

Responsible for facilitating, managing, and executing the proposal development process for various Lines-Of-Business such as Tech Products, Office Products, and Facilities Supplies.

- Drafted cover letters, executive summaries, and other critical components of solicited and unsolicited business proposals.
- Monitored government procurement websites (including Biddingo, Alberta Purchasing Connection, MERX, and SEAO) and shared relevant leads with the internal sales team.
- Corresponded with the government, and key stakeholders on information and questions pertaining to RFPs.

SELF-EMPLOYED | Toronto, ON
FREELANCE COPYWRITER

October 2021 – March 2022

Established an ongoing roster of clients to provide freelance copywriting services. Key projects have included copywriting for sales emails, newsletters, radio ad scripts, social media campaigns, and blogs.

AV COMMUNICATIONS | Toronto, ON
SOCIAL MEDIA INTERN

July 2021 – September 2022

Assisted in the creation of social media content, digital ads, account management, and media buying within a leading multicultural marketing agency.

- Wrote content and copy for ongoing campaigns and worked closely with campaign managers.
- Researched and evaluated social media strategies used by four major Canadian banks.
- Developed a six-month long content calendar for the agency's official account, working closely with the social and digital teams.

VARSITY PUBLICATIONS INC. | Toronto, ON

September 2014 – February 2018

COPY-EDITOR/ CONTRIBUTOR/REPORTER/ LAYOUT DESIGNER/ ASSOCIATE SENIOR COPY-EDITOR

Worked at the University of Toronto's largest student-run, tri-campus newspaper, for both print and digital, in various capacities.

- Pitched, researched, reported on, and wrote various articles for different sections and the biannual magazine.
- Designed print pages for different sections, supervised by the design editor and creative director.
- Assisted the production teams, particularly photographers, with studio shoots.

LANGUAGES:

English – Native Proficiency

French – Moderate Speaking Proficiency. Strong Reading, Writing, Listening Proficiency

EDUCATION

University of Toronto, St. Michael's College

Toronto, ON

Bachelor of Arts (Honours), International Relations & Criminology

September 2014 – July 2019

Sheridan College

Oakville, ON

Ontario College Certificate, Art Fundamentals

September 2019- August 2020

VOLUNTEER WORK

American Marketing Association (AMA), Toronto chapter

Copywriter, Marketing & Communications team