

SONALI RAVAL, STORYTELLER

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Do you know one characteristic that all great brands possess? They tell great stories. **I build brands - organizational as well as personal - by telling your stories.** Stories that intrigue, inspire, persuade, motivate and propel people into action. I also coach business leaders to craft and tell their best stories.

WANT TO KNOW MY STORY?

I am a storyteller who has worked for two decades in the corporate world. I understand business needs intimately, and make it my business to **bridge the gap between what organizations want to say and what people need to hear.** I have honed to a precise degree the art of unpacking complex jargon, and turning it into tales that people understand, relate to and remember.

Ideas fascinate me. I spend hours thinking, and stitching together ideas (some my own, some borrowed) to build something new. **I have been called an "Idea Amplifier"**, and I own the label with pride. It helps to have a mind that understands the spirit or intent behind the words, and automatically picks out the significant facts from surrounding clutter.

I love **my super power – an incredible connection with animals.** The world can be cruel to those without an agency, a voice. I refuse to condone this. I do everything I can to make this planet a happier and safer home for all. I rescue dogs and cats, rehabilitate the injured, re-home abandoned pets, advocate for their rights, foster and adopt as many as I can. And every day, I pray that I – and others of my tribe – will no longer be needed. Until then, I use my storytelling expertise to help local animal shelters raise awareness and funds.

I draw no boundaries between the professional and personal me. Engage the storyteller or the animal rights warrior, I am all me. You get the same **passion, commitment, and willingness to smash through every barrier** that stands between today and a better, kinder world.

The Stories I Live By...

Ayn Rand's Atlas Shrugged | Daniel Quinn's Ishmael | Richard Bach's Illusions

YOU CAN RELY ON ME TO DELIVER ...

Leadership Boosters -CXO Presentations, Business & Industry Reports, Team Messages, Leader Profiles, Articles, Interviews

Content / Brand Strategy – Content Blueprint, Leadership Branding, Brand Enhancement

Persuasive Content – Articles, Brochures, Reports, Websites, Press Briefings

Internal Messaging – Employee Forums, Intranet, Knowledge Exchange portals

Business Pitches -Investor Communication, Start Up Pitches, Case Studies

Passion Projects- Outreach, Branding and Funding for Animal Welfare / Blood Donation

PROFESSIONAL JOURNEY

Communications Manager @ ericsson.com

India Cloud & IP R&D > Bangalore (Remote Experience)

- Received Ace Award for designing custom Employee Engagement platforms for the Unit Head, shaped team's culture
- Architect of eight new business proposals, with 75% success rate
- Built the site's brand; positioning it to global stakeholders through Business Reviews. Instrumental in seeding new opportunities
- Orchestrated interactive All Employee Meetings, often cited as "best I have participated in" by speakers and audience alike
- Delivered exceptional content, making "Sonalify" a synonym for excellence
- Trusted Advisor to leadership team, coaching and assisting them to build their personal brands

Executive Communications Manager + Content Specialist @ cisco.com

Region India + Globalization Centre > Bangalore (Remote Experience)

- Built India leader's personal brand by planning, writing, designing, producing, and coaching to deliver persuasive presentations
- Positioned Cisco India's Head as a thought leader in the industry; ghost writing articles that appeared in the national print media
- Lent communication expertise to other Business Units
- Crafted CXO level customer presentations for Advanced Services team, positioning Cisco as a trusted network migration expert
- Designed web tools and web-based management dashboard
- Laid off, and then re-hired within two months

Assistant Manager, Marketing @ quintiles.com

India > Bangalore

- Built India unit's identity as a CoE in Clinical Research (global branding)
- Launched "Quintiles Store" – branded merchandise for employees
- Created unit's first intranet portal, led virtual team of seven authors

Assistant Manager, Corporate Affairs @ intaspharma.com

India > Ahmedabad

- Created and implemented Corporate Identity blueprint, including advertising, PR, branding collaterals
- Crafted proposal and presentations for Gujarat's first plasma fractionation project.
- Fashioned investor messages - Annual Reports, Information Memorandum, Executive Presentations for analysts and media
- White paper for Blood Banking Consultancy Services won three consultancy contracts from National AIDS Control Organisation & International Red Cross.

Officer, Advertising & Marketing @ supergas.com

India > Ahmedabad

- Set up the function
- Launched the brand in Gujarat, Maharashtra, Rajasthan and MP
- Initiated the use of street theatre to tap semi-urban and rural markets

Assistant Manager @ torrentpharma.com

India > Ahmedabad

- Learnt Corporate & Employer Branding, Event & PR Management

CREDENTIALS

MBA, Finance @ B K School of Business Management, Gujarat University, GPA 3.12/4

BA, Economics @ M S University of Baroda, 75%

HSC / Grade 12 @ Navrachna School, Central Board of Secondary Education, 74%

SSC / Grade 10 @ Navrachna School, Central Board of Secondary Education, 77%

Professional Development @ Mudra Institute of Communications

- Managing Marketing Communication + Managing Corporate Reputation