

Want to Know My Story?

Do you know the 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.**

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.

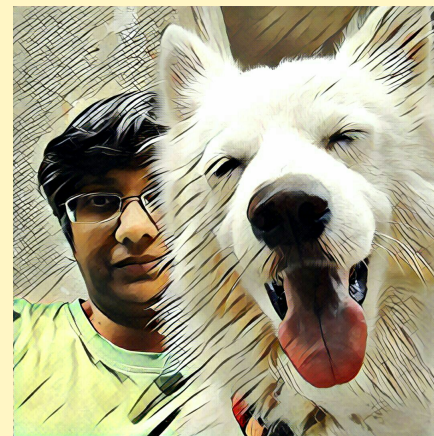
I love **my super power – an incredible connection with animals.** The world can be cruel to those without an agency, a voice. I refuse to condone this. I do everything I can to make this planet a happier and safer home for all. I rescue dogs and cats, rehabilitate the injured, re-home abandoned pets, 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



Sonali Raval Storyteller

Brand Coaching

**Digital & Content
Marketing**

Powerful Presentations

Messaging Makeovers

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You Get...

Leadership Boosters

CXO Presentations, Business & Industry Reports, Team Messages, Leader Profiles, Articles, Executive Interviews

Content / Brand Strategy

Content Blueprints, 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

Communications Manager

India Cloud & IT R&D Centre > Bangalore



- 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 them to build their individual leadership brands

Executive Comms Manager + Content Specialist

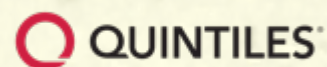
India + Globalization Centre > Bangalore



- 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

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

India > Ahmedabad



- Created and implemented Corporate Identity blueprint, including advertising, PR, branding collaterals
- Crafted proposal and executive 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

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

India > Ahmedabad



- Learnt Corporate and Employer Branding, Event & PR Management, Agency coordination

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

Central Board of Secondary Education, 74%

SSC / Grade 10

Central Board of Secondary Education, 77%

Professional Development @ Mudra Institute of Communications

- Managing Marketing Communication
- Managing Corporate Reputation

Start a Conversation...

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