

# Sonia Mariam Thomas

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Portfolio: [soniamariamthomas.com](http://soniamariamthomas.com)  
Location: Mumbai, India

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## Skills

Writing, editing, short-form video scripting, social media strategy, acting, voice work, brand-affiliate content creation

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## Experience

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### Supari Studios / Creative Director - Social Media, Spotify India MAY 2023 - PRESENT, MUMBAI

Building Spotify India's social media presence and working on their overall strategy.

Gained 100K+ followers in less than 6 months on Instagram and 4K+ followers on Twitter.

### Freelance Social Media Consultant

NOVEMBER 2021 - MARCH 2023, MUMBAI

- Social media consultation for Spring Marketing Capital, where I worked on strategy for Kingfisher and mCaffeine
- Social media consultant to Vitamin Stree, helping them form the social media strategy for 2022
- Social media strategy and execution for Sikhya Productions and Indian Women Rising since Apr 2022
- Worked with brands such as PostPe, Supari Studios, Kulfi Collective, Guardian GNC, Glance Roposo, Vh1 Supersonic, and more.

### Freelance Content Creator

JANUARY 2020 - PRESENT, MUMBAI

- Featured in and scripted long-form videos for BuzzFeed India, Youth Ki Awaaz, and Nutshell India (Pocket Aces)
- Shot and scripted short-form videos for brands such as Unibic and Vaunt Skincare
- Write opinion pieces for publications such as Arre India and BuzzFeed.

### Film Companion / Head Of Social Media

JANUARY - AUGUST 2021, MUMBAI

- Social media strategy for the brand
- Oversee activity on all FC affiliate handles

Flux @ The Glitch / Social Media and Editorial Manager

SEPTEMBER 2019 - JANUARY 2021, MUMBAI

- Editorial head for the community management of Netflix India's [YouTube channel](#).
- Ideating for and creating Reels for Netflix India's [Instagram page](#)
- Work on campaigns for content brands such as [Kommune](#).
- Social Media Lead for [&Flix](#) various digital campaigns since March 2020
- Work on digital campaign pitches for brands.

### **BuzzFeed India / Staff Editor**

FEBRUARY 2016 - SEPTEMBER 2019, MUMBAI

- Started off as a Social News Reporter and went on to publish news stories, essays, quizzes on [BuzzFeed's website](#).
- Co-ordinated with freelancers for commissioning and editing BuzzFeed posts
- Wrote and acted in comedy sketches for BuzzFeed India's [YouTube channel](#)
- Wrote and appeared in news-related videos for affiliate page, [Dialogue](#)
- Run the [Instagram](#) account from May 2018 to present-day
- Pitched and hosted [Girlsfeed](#) as part of a brand association with Tinder India

### **Outlook Business / Reporter**

MAY 2014 - JANUARY 2016, MUMBAI

Wrote and edited stories for the business publication

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## — Education

### **Asian College of Journalism / Post Graduate Diploma**

JULY 2013 - MAY 2014, CHENNAI

Learned shooting, editing, and writing news for television. Studied Cinema, Child Rights, and Creative Writing as electives.

### **St. Xavier's College / Bachelors in Mass Media**

JUNE 2010 - JUNE 2013, MUMBAI

Majored in Journalism in the final year. Learned a variety of subjects ranging from Media Law, Psychology to Digital and Broadcast Journalism.

### **International Indian School / All India Senior School Certificate**

APRIL 2009 - MARCH 2010, RIYADH, KINGDOM OF SAUDI ARABIA

Scored 95% and gained the All-India first rank in English.

### **Middle East International School / All India Secondary School Certificate**

APRIL 2007 - MARCH 2008, RIYADH, KINGDOM OF SAUDI ARABIA

Scored 90% and topped the school batch in French.