



ARPIT SONDHI

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Address: Dubai South, Dubai, United Arab Emirates. Holder of UAE Residency Visa and Driving License

Content and brand professional with hands-on experience in AI-assisted visual ideation, product storytelling, social media content, photography, and short-form brand communication.

EDUCATION

2012 – 2014

Master of Business Administration, International Business and Marketing
Symbiosis Institute of International Business (SIIB)
Pune, India

2005 – 2010

Bachelor of Engineering, Electronics and Communications
Punjab Engineering College
Chandigarh, India

CERTIFICATIONS

Oct 2022

Certified in Brand Management
London Business School, University of London

July 2022

Google Analytics Individual Qualification
Google Skillshop, Google USA

June 2022

Inbound Marketing Certified
HubSpot Academy, USA

Aug 2021

Google Ads Search Certification
Google Skillshop, Google USA

ADDITIONAL SKILLS

AI Tools: Claude, Krea, ElevenLabs, Hailuo AI, Make

Content & Creative: VN, Product storytelling, short-form content, photography coordination, visual ideation, social media content

Marketing Tools: Microsoft Office, Canva, Social Media Marketing, Email Marketing, ActiveCampaign, HubSpot, SEM, Facebook Ads, SEO, Google Ads, Hootsuite, CRM, WordPress

LANGUAGES: English (Native), Hindi (Native), Punjabi (Native), Arabic (Intermediate)

BRANDS WORKED WITH

Coca-Cola, Unilever, Bayara, Agthia, Caribou Coffee, Carrefour, Nokia Siemens Networks

WORK EXPERIENCE

June 2025 – Present: **Founder | Brand Content & Visual Storytelling**

Elanora FZC LLC – Luxury Décor Industry (Dubai, UAE)

- Built a luxury handcrafted home décor brand from the ground up, shaping product storytelling, visual identity, and launch-ready brand content.
- Created brand assets including product photography, video content, catalogues, and organic social media for a premium audience. Instagram – [@elanora.me](https://www.instagram.com/elanora.me)
- Used AI-assisted creative workflows to develop visual concepts, refine presentation, and support content ideation.
- Managed supplier coordination, product presentation, packaging development, and day-to-day brand operations.

Aug 2024 – May 2025: **Consultant – General Manager and Business Growth**

Kwality Plastic Factory – Flexible Packaging Industry (Ajman, UAE)

- Supported business growth initiatives, internal coordination, and reporting across GCC markets.
- Helped develop new channel opportunities in KSA through market outreach and partnership development.
- Created reporting systems and workflows to improve communication and cross-functional alignment.
- Supported the company's brand presence at Saudi Food Manufacturing Exhibition 2025 through campaign planning and B2B outreach.

Aug 2021 – Aug 2024: **Brand Manager (Consultant)**

Renuka the Designers – Luxury Industry (Gurugram, India)

- Supported brand building for a contemporary art studio through campaign planning, client coordination, and partnership development.
- Managed digital communication, CRM tools, and customer engagement activities.
- Developed brand-led communication and marketing materials to strengthen visibility and audience engagement. Web- renukathedesigners.com
- Supported participation in World Art Dubai and other international showcases to strengthen brand presence.

Aug 2020 – Apr 2021: **Assistant Marketing Manager**

First Middle East – Packaging Industry (JAFZA – Dubai, UAE)

- Supported marketing and business development initiatives for export-focused product lines in Ghana and Sudan.
- Improved internal coordination by creating a weighted FIFO system, reducing digital artwork lead time from 2 days to 12 hours for critical export markets.

Apr 2016 – Mar 2020: **Business Development Manager**

Express Flexi Pack – Flexible Packaging Industry (JAFZA – Dubai, UAE)

- Supported go-to-market initiatives and product launches for 14 FMCG packaging solutions.
- Managed client coordination, vendor follow-ups, and portfolio development across MEA markets.
- Supported brand visibility through participation in exhibitions including Gulfood and SIAL, contributing to AED 1M in incremental sales within the first year.
- Built long-term relationships with major FMCG clients including Agthia, Bayara, and Unilever.
- Improved vendor coordination and processes, reducing supplier lead times by 45% and costs by 3%.

Feb 2014 – Oct 2015: **Key Account Manager**

Integrated Plastics Packaging – Flexible Packaging Industry (Dubai, UAE)

- Managed client relationships and project coordination across UAE, Zimbabwe, and Qatar, handling a portfolio of 95+ FMCG accounts.
- Supported sales growth, account servicing, and market reporting for senior management.