



## PRIYAL SOOD

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### Experience

#### Marketing & Events Specialist

Delta Light, USA Headquarters

Responsible for the marketing strategy for Delta Light in North America, along with yearly roll out of campaigns, fairs, conferences, lead generation management, and other activities outlined by the yearly marketing plan (USA and Canada).

August 2019 - Present  
Miami, Florida

#### Editor

DesignWanted

Create editorial content and interview architects and designers worldwide.

May 2019 - Present  
Milan, Italy

#### Editor

Scale Design Magazine

Research and write editorials on the present trends in the architecture, interior design and art industry.

January 2019 - Present  
Doha, Qatar

#### Interior Designer

Shernavaz Interiors

Planning, designing, consulting and execution of interior spaces while supervising a team of contractors and managing the proposed budget.

January 2017 – June 2018  
Bangalore, India

#### Founder

Rendezvous of Aesthetics

An online blog and Instagram page featuring the design style of different spaces through custom made videos and personal interviews with the architect / designer

May 2014 – Present

#### Interior Design Intern

Atelier D'arts and Architecture

Furniture Detailing, Material Specification, Evaluation of Furnishing Material, Digital Marketing.

May 2016 – July 2016  
Bangalore, India

#### Freelance PR consultant

Prepare tailored press kits, Strategic media relations, Writing Editorials, Marketing Blueprint, Social Media Management, Organising Public Speaking Engagement Events.

April 2014 – Present  
Bangalore, India

### Education

#### Master's in Interior and Living Design

Domus Academy

September 2018 – July 2019  
Milan, Italy

#### Bachelors in Interior Design Management

Mount Carmel College

June 2013 – July 2016  
Bangalore, India

### About me

An Interior Designer by profession, a writer and content creator by passion. The concept of Design Marketing and Public Relations captivates me.

### Skills

Media Relations: ██████████  
Content Creation ██████████  
E-Marketing ██████████  
Journalism ██████████  
Press Releases ██████████

### Technical Skills

Auto Cad ██████████  
Photoshop ██████████  
Indesign ██████████  
3DS Max ██████████  
Revit ██████████  
Adobe Premiere Pro ██████████

### Achievements

Recognised as one of the "Women Entrepreneurs" on the platform "Heel the World"

Featured on the online platform Wonder Woman for young entrepreneurs.