

Sooraj Lal
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Ghotki, Sindh

EDUCATION

Graduate School of Business – HSE University Moscow	Sept 2023 – July 25
Master in International Management	
IBA University, Pakistan	July 2017 – June 21
BBA (Marketing)	

EXPERIENCE

US Tax Experience:

April 24 - Present

Sales and Operation Manager: As Sales and Operations Manager at Dimov Tax, I oversee daily operations and support business growth through client outreach and relationship management. I work closely with the tax and admin teams to ensure smooth workflows and excellent client service. I also track performance, improve internal processes, and help drive sales goals.

Feb 2024 – April 2024

Junior Tax Accountant: I have one year of experience working with U.S. tax forms. During this time, I became familiar with several key forms, including the 1040 for personal tax returns, the 1120 for business returns (covering both S-corporations and C-corporations), and the 1065 for partnership returns. I also provided consultations related to U.S. tax strategies, helping clients understand their filing options and optimize their tax positions. This experience has given me a solid understanding of the essential processes involved in tax preparation and planning.

HG Markets Karachi:

Sept 2021 – July 2023

Sales Assistant: During my tenure in this role, I successfully track, analyze and report financial information, ensuring accuracy and compliance with laws. I also manage financial decisions, manage budgets, prepare taxes and provide insights for business growth.

Sindh Rural Support Organization:

July 2021 – Sept 2021

Marketing Intern: During this internship, I conducted competitive and market analyses, researched competitors' pricing, products, and marketing strategies, evaluated the marketing and digital content of Sartyoon Sang, and proactively identified improvement opportunities while recommending effective solutions.

ACADEMIC EXPERIENCE

Integrated Marketing Communication (IMC) Campaign (Dove Soap)
Financial Plan (PSO, Sukkur)
Business Plan (BAZ-E-MEHRAN)
Marketplace Simulations: Advanced Strategic Marketing – Bikes (Harvard Business Publishing)

CERTIFICATES

- Meta's Social Media Marketing Basics (Coursera)
- Digital Marketing Strategies, University of Illinois at Urbana-Champaign.
- The Fundamentals of Digital Marketing, Google Digital Garage
- Marketing Mix Implementation Specialization, IE Business School, Spain (Coursera)
 - Integrated Marketing Communications
 - Channel Management and Retailing
 - Pricing Strategy
 - Brand and Product Management
- Foundations of Everyday Leadership, the University of Illinois at Urbana-Champaign, US (Coursera)
- Write Professional Emails in English, Georgia Institute of Technology (Coursera)
- Microsoft Office Specialist, CERTIPORT
 - Microsoft Office Specialist: Microsoft Office 2013 (PowerPoint)
 - Microsoft Office Specialist: Microsoft Office 2013 (Word)
 - Microsoft Office Specialist: Microsoft Office 2013 (Excel)

ADDITIONAL SKILLS AND EXPERIENCE

- Attended the Annual International Student Conference on Economics and Social Sciences
- Participated in the HSE Career Fair, engaging with top employers and exploring internship opportunities
- Teamwork, Communication, Conforming to deadlines, Analytical Skills, and Leadership skills
- Proficient in English, Urdu, and Sindhi

HONORS AND AWARDS

- 1st position in Marketplace Simulation offered by Harvard Business Publishing
- 2nd Position in PharmaSim - Marketing Management Simulation