

Nidhi Soni

Corporate Communications | Content Strategy | Digital Media

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Communications graduate based in **Brussels** with experience developing **bilingual (English/French) content**, coordinating cross-functional communication projects, and creating audience-focused communication strategies across digital channels. Experienced in translating complex information into clear, engaging content, collaborating with international stakeholders, and managing editorial workflows across **web, social media**, and **internal communications**.

CORE SKILLS

Communications & Content

Copywriting for social and web | Brand voice adapted for target audience | Multi-format content (posts, blog, campaign assets) | Content optimization for engagement | Cross-channel distribution planning | Bilingual content (EN/FR)

Analytics & Growth

Google Analytics (GA4) | Meta Ads Manager | SEO. GEO. AEO | KPI tracking (CTR, engagement, conversion metrics) | Content performance optimization

CMS & CRM tools

WordPress | Wix | Shopify | HubSpot CRM | Salesforce | Dynamics365 | Mailjet. Mailchimp. Canva

Language Skills

English (Fluent) | **French** (Fluent) | **Dutch** (Intermediate) | **Spanish** (Intermediate) | **Hindi** (Native)

RELEVANT EXPERIENCE

Student.be

September 2025 - February 2026

Content Strategy & Communications Specialist

- Developed and managed bilingual (English/French) editorial content for *web platforms*, ensuring messaging remained clear, audience-focused, and aligned across digital channels.
- Planned editorial content using audience insights, keyword research, and structured publishing workflows to improve content discoverability.
- Produced and refined digital content by analysing audience engagement data and adapting messaging to improve communication effectiveness.
- Collaborated with cross-functional stakeholders to align communication priorities, content planning, and publishing schedules.
- Maintained and optimized website content to improve accessibility, readability, and user experience.

Mailfence

April 2024 - June 2024

Communications Intern

Course credit internship completed in fulfilment of master's degree

- Supported corporate communication initiatives across *website, blog*, and *social media channels*.
- Developed audience-focused content for owned digital channels informed by audience behaviour and search insights.
- Collaborated with cross-functional teams to ensure consistent messaging across communication channels.
- Worked across marketing and sales team to maintain brand consistency and improve audience engagement.
- Contributed to website and blog optimization projects focused on improving user experience and content discoverability.

Slideck

December 2019 - December 2021

Brand Communications Specialist

- Managed digital and social media communication strategies for multiple clients across industries, focusing on brand visibility and audience engagement
- Created cross-platform content including social media assets, brand materials, and pitch decks, adapting tone of voice to different audiences
- Supported early-stage startups in shaping digital storytelling and brand positioning for both consumer-facing and investor communications
- Collaborated on e-commerce and website optimization projects, improving user experience and content clarity across digital touchpoints
- Delivered communication materials for startups including BiE (Beauty in Everything), ensuring consistency in brand messaging

OTHER EXPERIENCE

Interactive Brokers

January 2022 – November 2022

KYC/AML Specialist - French Language

- Conducted client due diligence and risk analysis for European and UK markets, reviewing corporate structures, identity documentation, and onboarding data in a regulated financial environment.
- Performed screening and verification of clients against sanctions, PEP, and adverse media databases, escalating potential compliance risks in line with internal procedures.
- Prepared and reviewed multilingual documentation requiring a high level of accuracy, clarity, and attention to regulatory requirements.

LEADERSHIP EXPERIENCE

Indian Students Association Leuven

April 2024 – October 2025

Communications Team Volunteer

- Created and published social media content promoting cultural events across multiple platforms.
- Contributed to campaign ideation and visual storytelling to improve engagement among international student audiences.
- Supported communication efforts for large-scale cultural events, ensuring consistent messaging and outreach.
- Coordinated with internal teams and institutional stakeholders to assist in event promotion and execution.

KU Leuven Consulting Club

January 2024 - April 2024

Director of Digital Communications

- Led multi-channel communication strategy for events, improving visibility and engagement across student and professional audiences
- Managed content planning and promotional distribution for a panel event in collaboration with McKinsey & Company (150+ attendees)
- Coordinated a team of 6 to execute digital and offline communication strategies across multiple channels

KEY PROJECTS

Master's Thesis – Cross-Cultural Analysis of Jain and Jewish Communities in Antwerp's Diamond Market

- Designed and managed an independent research project involving stakeholder identification, interview planning, and qualitative data collection.
- Conducted in-depth interviews with members of the Jain and Jewish diamond trading communities to understand business practices, decision-making processes, and relationship networks.
- Analysed complex qualitative data to identify recurring themes, behavioural patterns, and cross-cultural differences impacting commercial interactions.
- Synthesized findings into a structured report with evidence-based conclusions and recommendations supported by established analytical frameworks.
- Managed project timelines, stakeholder communication, documentation, and data organization throughout the research lifecycle.

EDUCATION

Masters in Multilingual Communication: Cross-Border Communication Management from Katholieke Universiteit Leuven

Thesis topic: A cross-cultural analysis of the Jain and the Jewish community in the Antwerp Diamond Market

Graduation: 2025 – Cum Laude

Language of program: English & French

Bachelors in business management studies and marketing from University of Mumbai

Thesis topic: A study on the perspective of youth towards local Indian brands

Graduation: 2021 – Grade A (CGPA: 8.25)

Language of program: English