



Soni Dimond
Executive Presentation Coach
Professional Publicity & Communication Strategist

A proven professional in executive presentation training, public relations and corporate communication, Soni Dimond is an independent publicist, national speaker and accomplished media trainer. As a freelance public relations authority, she offers an exceptional, multi-platform approach to publicity, combining the strengths of both traditional and digital media relations. Soni's clients enjoy a higher level of confidence and polished presentation power, designed to engage a variety of audiences.

Soni offers her suite of public relations services to select business leaders and individuals who rely on her brand-building skills, her professional guidance and her decades of experience.

Soni's reputation is generated from her history of achievements as an award-winning business owner at Soni Dimond Media/SDM combined with her recent career as Vice President of Corporate Communications at Beasley Media Group in Naples, Florida. (NASDAQ: BBGI) bbgi.com. Soni also served as an active board member and 2017 President of the Naples Press Club.

Soni's job history spans three decades of media relations. She began working while attending Gettysburg College, starting her career path as one of the first female television news anchors at WHTM, the ABC affiliate in Harrisburg, Pennsylvania. Her initial TV career included an internship at NBC Owned and Operated WCAU-TV, Philadelphia, before she was drafted by NBC affiliate WGAL as Morning Anchor, Talk Show Host and General Assignment TV News Reporter in Lancaster, PA.

Soni's resume includes her first management position, as Manager of Media Relations for the Pennsylvania Chamber of Business and Industry, the largest business organization in PA. Additionally, Soni served as a media trainer at Commonwealth Media Services, where she coached top government officials in their speech rehearsals. Soni's career extended from Pennsylvania state-wide positions to national public affairs jobs in Washington, D.C.

Soni has earned significant awards, including "Best 50 Women in Business" in Pennsylvania. Her community commitment includes more than 15 years as a Board Member of Central PA Chapter of the National Multiple Sclerosis Society.

As a recognized national speaker and former member of National Speakers Association, Soni has authored two books, in her LIFE'S A PITCH!® series. Her books have been used as guides to image-building and positive publicity.

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