

Where Can UVic English Take You? An Interview with Sonu Purhar (MA 2010)

What is your job?

I'm a marketing consultant. My company is Crafted INK Consulting Inc.

What led you to pursue an interest in media and communications?

Honestly, after completing my Masters degree at UVic I had no idea what I was going to do career-wise. Through a previous connection, I landed a role in the Communications department at Tourism Vancouver, where I specialized in international and trade media, as well as corporate communications. My career snowballed from there!



Sonu Purhar

What does a typical professional day look like for you?

Every day is a new adventure! I have several ongoing contracts, as well as project-based work, and my clients range from economic agencies and tourism bureaus to PR companies and film studios (some are also in different time zones). So my day could involve drafting strategic plans, writing news releases, attending/organizing a film-related event, or editing a report.

What's your favourite part of your work?

I love being in control of my own schedule and earnings. It's very easy for me to spend weekends and evenings working, because the time and money are invested in my own corporation. Also, I can work from anywhere, and it's definitely motivating being able to work from a beach house in Tofino or a pool in Palm Springs! Plus, I love the range of industries my clients are in. It keeps the work exciting to be able to switch from Hollywood films to economic reports, and I've learned a lot from immersing myself in all these different sectors.

How did UVic English help prepare you for this work?

I firmly believe I would not have been able to start a successful incorporated business without the skills I learned at UVic. The Masters program taught me to work against extremely tight deadlines, to stay motivated and focused, and to develop an internal drive to embrace complex projects. I also learned valuable research skills (a big part of my job, especially with clients in so many different industries!). And it showed me that I have the skills to achieve anything I set my mind on, whether it's writing and defending a Masters thesis or incorporating my business.