

Career Objective

To work at a place where my enthusiastic and interactive nature can be best utilized, and I can make it useful for the company I work with.

Career Abstracts

- A strong communicator with an ability to interact effectively with people at all levels. Team player with a flexible and detail oriented attitude. Hold a sunny disposition with an integral convincing capability. I work with complete dedication, determination and believe in achieving deadline set by my seniors.
- lastly associated with **Red Fm (South Asia Fm Ltd.)** as a Senior Executive for generating revenue from local Clients.
- Prior to that with **The Times of India** in its Education domain **NIE (Newspaper in Education)** as an Executive for the profile of Results and Market Development prior to which **has served in News Nation Network Ltd. (National Hindi News Channel)** as a Sales Officer for the profile of Media Sales & Client Servicing.

Knowledge Domain

Corporate Client Handling

- Building and maintaining healthy business relations with clients and corporate media agencies.
- Understanding the kind of campaign the client is coming up with and providing the solution accordingly with a detailed discussion with the media planners, buyers and the Brand Managers.
- Delivering high-value services to upscale clients for exalting their proposed satisfaction levels.

New Business Development

- Identifying prospective clients, generating business from new accounts and developing them to achieve consistent profitability.
- Building and maintaining healthy business relations with major clients, ensuring regular business flow from these new set of clients.

Client Servicing

- Ensuring high quality services, resulting in customer delight and optimum resource utilization.
- Ensuring maximum satisfaction of the potential clients by understanding their requirements and customizing the advertising solution for their product and services accordingly.

Employment Profile

Organization : 93.5 Red Fm Duration
: Nov'2017 Aug'2020
Designation : Senior Account Manager

Job Profile:

Responsible for generating business mainly from Dehradun Market for Media sales.

- Prime Responsibility for making right understanding for Radio as a Media in Market and to cater to the preference of the clients in the Medium.
- Responsible for developing new business from the market and media planning endeavoring to grow simultaneously.
- Pie of corporate, Retail, SME Clients

Organization : The Times of India
Duration : June'2017-Nov'2017
Designation : Executive

Job Profile:

Responsible for generating Newspaper subscriptions from Schools.

Building relationship with school Management to enhance the value of Newspaper reading and Promoting **NIE** brand as a whole.

- To Deliver and ensure Quality services encompassing Workshops and Educational visits to Schools.
- Approach to build Tie-ups with suitable brands ideal for sponsorship felicitating events of Member schools.
- Identifying potential of students so as to nurture their creativity and knowledge, felicitating it for comprehensive approach.

Organization : News Nation Network Pvt. Ltd.
Duration : August'2014 – Dec'2016
Designation : Sales Officer Sales

Job Profile:

Responsible for generating business from Corporate Client, & New Business Development for Media sales.

- Understanding the business objectives of client and providing / suggesting / presenting the customized solutions to meet those objectives.
- Establishing relations with the corporate clients, retail clients & new business development along with the media agencies for long term business relationship and better client servicing.

- Developing new business opportunities through meeting and converting the clients who are not the regular TV advertisers.
- Ensuring the repeat business from existing client base.
- Also ensuring to sell integration ideas, major events (Like: Election, World Cup etc.) and to generate business from these parallel revenue generating sources.

Educational Profile

BBA in Marketing : 2010 - 2013. IMS
Institute Dehradun.

Class 12th from Seven Oaks School , Dehradun in 2010 Class 10th
from Seven Oaks School, Dehradun in 2008.

Skills

- Excellent Communication Skills
- Efficient in MS office with a flair in making Comprehensive PPTs
- Adaptation of Voice over art as one production technique.

Personal Details

Father's Name : Mr. S.S.Negi
Mother's Name : Mrs. Anju Negi
Date of Birth : 28th July' 1992
Gender : Female
Marital Status : Single
Nationality : Indian
Address : 16, Harivihar, Vijay Park, Dehradun
Languages known : English, Hindi