



Monika Sharma

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Objective:

Aspiring to work with an organization that offers a challenging career where I can learn and function effectively and contribute towards accomplishment of organizational goals.

Area of Interest

- Marketing
- Organization Behavior
- Fundamentals of Management
- Economics

Professional Experience:

1. Working as an Assistant Professor in the department of Management at I.T.S Mohan Nagar, Ghaziabad. *(August 2016-till Date)*

Profile:

- Teaching general management and HR papers
- Developing teaching materials
- Assessing students work and progress
- Performing a variety of administrative functions such as admissions and media coverage.

2. Worked as a Business Development Officer (BDO) with I.T.S Mohan Nagar, Ghaziabad. *(July 2015-Aug-2016)*

Profile:

- Looking after the advertising and branding activities of the Institute.
- Developing & maintaining corporate relationship with the industry for the placement process of the students.
- Participation in fairs and seminars on behalf of the institute.

3. Worked as a Media & Admission Coordinator with I.T.S Mohan Nagar, Ghaziabad. *(Dec 2011- July-2015)*

Profile:

- Looking after the advertising and branding activities of the Institute.
- Taking care of the Print & Electronic Coverage of all the Events of the Institute.
- Coordination in the admissions of PGDM, MBA, MCA, BBA & BCA Programmes.

Special Activity Undertaken:

- *Execution of Quiz Whizzz'since 2012 to 2017 in more than 250 schools of Delhi NCR.*

4. Worked as an Assistant Manager in the department of Media Solutions of Amar Ujala, Ghaziabad. *(Nov 2007- Jan-2010)*

Profile:

- Heading entire education segment in Ghaziabad region that includes professional institutes, schools, coaching classes etc.
- Making periodical deals with educational institutes.
- Planning and execution of various events & innovations related to educational clients.
- Preparation of presentations and comparative charts of market share and clients.

Special Activity Undertaken:

- *Lakshya'09 'An education fair in various cities of UP'*
- *Vivah Utsav focusing the retail clients of Ghaziabad.*

5. Worked as a Senior Marketing Executive with Rashtriya Sahara Publication at Ghaziabad. *(Nov 2006- Oct-2007)*

Profile:

- Handling education segment, real estate segment in Ghaziabad region.
- Planning & implementation of special features on various topics.
- Client servicing and PR Interaction with different clients and Advertising agencies.

Special Projects Undertaken:

- *Map of Ghaziabad in Delhi NCR Edition*
- *New Year Panchang in Western UP Edition*

6. Worked as a Marketing Executive with Dainik Jagaran Publication at Ghaziabad. *(Jan 2006- Oct-2006)*

Profile:

- Planning & implementation of special features on various topics.
- Client servicing and PR Interaction with different clients and Advertising Agencies.
- Working on pitches for winning new accounts.

Branding Activities Undertaken:

- Branding Activity with MMX, Movie world, Galaxie and Wonders
- Branding Activity with some of the Schools.

7. Worked as a Client Servicing Executive with Classic Advertising Agency, Ghaziabad. (Jan 2004- Dec-2005)

Profile:

- Client servicing and PR Interaction with different clients.
- In-depth analysis of the clients' requirement and accordingly plan out advertisements and space for them.
- Management of Outdoors (publicity).

Educational Qualification:

- Pursuing Ph.D. from Lords University Alwar Sep 2022
- UGC NET Qualified with COMMERCE June 2015
- Masters of Business Administration(MBA-HR & Marketing) 2015-2017
UP Technical University (APJAKTU)
- Masters of Commerce (M.Com) 2012-2014
CCS University
- Advanced Diploma in Business Management 2006-2008
IMT DLP
- Bachelors of Commerce (B.Com) 2000-2003
University of Delhi
- Senior Secondary School Certificate 1998-2000
CBSE Board
- Secondary School Certificate 1996-1998
CBSE Board

Computer Skills:

- Six months Diploma of Ms-Office from Bright Computer Academy

Extra Curricular Activities:

- Actively participated in events like Debates, Quizzes, GD and Dramatics competitions at college and school level.

Personal Details:

Date of Birth : 14th Apr'1981
Husband's Name : Mr. Sumit Dobriyal
Marital Status : Married
Language Known : English & Hindi
Nationality : Indian
Expected Salary : Negotiable

Date:
Place:

(Monika)