



## **Beenum Yadav**

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### **Career Objective**

On having attained a rich experience by holding various appointments in Media (print & electronic) Corporate where my skills and abilities enhanced up to an extent, I switched over my career with the academic institutions so as to use my potentials thus inculcated and acquired, by fostering the qualities in the upcoming students as well as contributing my managing ethos & skills to the organizations with which I find opportunity to work.

### **Executive Summary**

*With fourteen years of experience in various areas of the media interaction and education, have the ability to support and create a positive work environment that fosters team spirit with strong communication, interpersonal relationship and management skills. An effective educator, with good interpersonal relations, presentation skills and having abilities to inculcate spirits in students and support the Management in smooth functioning with entire dedication and loyalty.*

### **Academic Credentials**

#### **Post Graduate-2004-2006(CCS University, Meerut)**

□ Two years Post Graduate, Masters in Journalism and Mass Communication with first div from Institute of Management Studies, Noida, Uttar Pradesh.

#### **Graduation - 2001-2004 (RDVV University, Jabalpur)**

□ Graduate with Economics, Political Science and English Literature with first div from St. Aloysius Collage, Jabalpur (M.P)

#### **Intermediate -1998 -2000 (CBSE)**

□ Intermediate from K.V. Sri Ganganagar, Rajasthan.

#### **Marticulation-1998 (CBSE)**

□ Matriculation from Army School Pathankot.

### **Research Experience**

- Participated in FDP organized by Dewan Institute of Management Studies, sponsored by AICTE. 4<sup>th</sup> -16<sup>th</sup> December, 2017
  - *Impact of moral values, ethics, behavioral sciences and attitudinal development of the professionals.*
- Research Paper Published and Presented in International Conference by Kasturi Ram College of Higher Education. 23<sup>rd</sup> December, 2017
  - *Emojis: An Innovative Alternative to Real Emotions: A Study of Media Users in India.*
- Research Paper Published in Journal Global Values, A peer reviewed & referred International Journal, Vol. IX No.1, April Issue 2018. UGC Approved list No. 63651
  - *A study on the effect of Information & Communication Technology on the Marketing Strategies of the Indian Tourism Industry.*

**Attended FDP by Prof.** (Dr) Manorama Trikha (Academic Advisor) **Organized by** IMS, Noida on 06/10/2012 .

**Attended FDP by** Mr. Srikant Gokhley & Mr.Piyush Sinha (IIM, Ahmedabad)IMS, Noida on 10/06/2013

### **Attended Workshops**

Radio Program Production	04/11/2011	Barsha Chhabaria
Camera Handling	02/12/2011	Sam Vinay Rao
Documentary Film Making	12 & 13/12/2011	Parmod Kumar
Photo Journalism	19-20 & 21/03/2012	Raaj Dayal
Advertisement Making	16 & 17/04/2012	Amita Vikram Pratap
News Reporting	19 & 20/11/2012	K.G Suresh,Gulshan R.Khatri & Puneet Tripathi
Research Methodology	04/03/2013	Prof. Pradeep Mathur

## **Areas of Expertise**

### **Media Planning & Public Relations**

- Exposure to all verticals of media (electronic, print & radio media) and develop a media strategy for various press conferences as well as for the various projects.
- Develop, maintain and nurture cordial and warm relationship with clients and the journalists, reporters and editors of various media vehicles.
- Coordinate and monitor for relevant information about clients, their products, competitors and general healthcare sector news & issues and notify the seniors and core management team.

### **Client Relationship Management**

- Interacting with clients, understanding and analyzing client's requirements, thereby aligning the process to achieve the desired satisfaction level.
- Ensuring minimum turnaround time for resolving client complaints and maintaining high customer satisfaction levels.
- Identifying causes for dissatisfaction among clients & taking steps to overcome the same.
- Attending Client meetings and conducting in-house briefings for setting up sales & promotion objectives and designing or streamlining systems & processes to ensure smooth functioning of daily operations.

## **Projects undertaken during my Professional degree (2005)**

- "IT Post", a weekly newspaper as a trainee Reporter. Reporting training of two months under Second year curriculum.

## **Internship**

"Aankhon Dheki" Jan 2006 to June 2006

## **Projects undertaken**

Worked with Fashion Magazine "ModelsnTrends" as reporter since Jan 2007 – Till March 2008.

## **Organizational Experience**

**VIA MEDIA & COMMUNICATIONS PVT. LTD., New Delhi (March 2008 – Nov 2011)**

### **SR. MANAGER-MEDIA RELATIONS**

Worked with Via Media & Communications Pvt. Ltd. - a premier Healthcare Public Relations Company in India as a Senior Manager – Media Relations from March 2008 to Nov 2011.

### **Key Functional Areas**

- Responsible for Media Planning, Media Relations, and follow-ups, Client servicing, Event management and partially involved in Business development as well.
- Handled projects which involved - press coverage, organizing conferences, seminars, workshops, road shows, health food festival, one to one interviews, media briefs, marketing communication, market intelligence and its related solutions, networking to enable clients to establish media visibility.

- Coordinating with celebrities, guests & media.
- Dealing with the Clients for business development.
- Some of VIA's prestigious clients were - Johnson & Johnson, GSKCH, PepsiCo, P & G, Dr Reddy's Laboratory, Mega Life Sciences, Wrigley India Pvt. Ltd. among others.
- Coordinated the activities/events took place from time to time in branch offices based in Mumbai, Kolkata, Hyderabad and Bangalore.

#### **Previous Employment (Teaching at Leading Institute)**

I, have been with IMS, Noida from Nov 2011 till March 2014 as a lecturer and have discharged my duties as a lecturer to the entire satisfaction of my superiors to benefit the organization. The following responsibilities/events were entrusted to me apart from my basic duties as lecturer.

- Organized media fest.
- Organized workshop on Advertising.
- Organized special lecture on Public Relations.
- Handling media visits.
- Coordinated special lectures and seminars on different topics related to media.

#### **Previous Employment**

Previously employed with IIMT University, Meerut as Assistant Professor since August 2017 till January 2019.

#### **Previous Employment**

Worked with Swami Vivekanand Subharti University, Meerut as Assistant Professor, since Feb 2019 till August 2021.

#### **Skills**

- Well versed with Microsoft Office Applications, Power Point, Microsoft Excel etc...
- Well versed with English and Hindi language.

#### **References**

- Will be happy and willing to furnish upon request.

**(Beenum Yadav)**