

# SUDHIR SINGLA

## CONTACT DETAILS

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## EDUCATION

**P.G.D. Advertising & Public Relations** 2011

Dept. of Communication Studies

Result: 79%

**Bachelor of Journalism & Mass Comm.** 2010

Chitkara School of Mass Communication

Result: 84%

**+2 — I.C.S.E.** 2007

St. Joseph's Sr. Sec. School

Result: 92%

## SPECIAL SKILLS

- ✓ Public/media relations
- ✓ Press releases
- ✓ Advertising & promotional writing
- ✓ New/social media promotions
- ✓ High profile event planning
- ✓ Market research & competitive analysis

## MAY 2013 — PRESENT

**Golden Age Media & Networks** — North India  
Public Relations & Advertising Officer (Punjab, Delhi & Mumbai)

Promoted to lead the entire PR and Advertising team. Design and lead processes to reduce cost, increase workflow efficiency and increase revenues. Manage client relations and marketing accountability plans. Manage annual PR and marketing budget of over 20 Lacs.

- Reduced sponsorship expenses by 15%
- Implemented a new training manual for advertising interns
- Increased B2B's average month-on-month sale by 25%
- Special partnership with YouTube for the company's official business channel
- Arranged for an exclusive B2C ad opportunity with the Times Group of India

## MAY 2012 — MAY 2013

**Golden Age Media & Networks** — Chandigarh  
Public Relations Officer

Working in a press office, as part of dedicated and professional PR team in delivering a high quality public relations service to valued clients.

- Created case studies, in house magazines and articles for newspapers
- Liaising with external clients, marketing agencies and other third parties
- In-charge of keeping the company website updated with relevant content and articles
- Organizing photo opportunities
- Sourcing sponsorship opportunities

## INTERNSHIP (3 MONTHS)

**Acrylic Designs** — Chandigarh

- Distributed press releases
- Managed materials for communication programs
- Maintained records

## TECHNICAL SKILLS

- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Project Manager
- Adobe Photoshop
- QuarkXPress