

Surbhika Sharma

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**Profile**

My career has led me to specialize increasingly in the management, sales, concept selling, marketing and creative communication. I have experience in handling client relations, client business development and managing key clients of the organisation. This included processes and stages of managerial aspects such as concept selling, negotiating, client servicing, internal processes management and ensuring the final deliverables. This has also led to fruitful experience in strategic forward-planning, understanding the requirements of clients, methodical administration to deadlines (not to speak of crisis management where necessary), and the application of modern managerial method.

**Skills Base**

* Familiarity with both the artistic and the commercial worlds
* Understanding the key requirements of the clients and their projects
* Proven managerial skills
* Rapid adaptability to new problem-solving and new locations
* Flair for Creative Communications
* Languages: English and Hindi
* IT: MS Office
* Ability to empathize and to work in any environment ranging from corporate office to the grass root level
* Keeping a tab over new trends and incorporating the same in present plans

**Professional**

**Career**

**Account Manager, Corporate Accounts at Entertainment Network India Limited**

**Radio Mirchi Ahmedabad:**

**September 2013 till date**

Radio Mirchi is a nationwide network of Private FM radio stations in India. It is owned by Entertainment Network India limited one of the subsidiaries of Times group.

Responsible for:

* Managing Corporate Clients

• Business Development

* New Acquisitions
* Marketing strategies
* Consulting on new trends and incorporating them

**Assistant Manager Marketing at Planman Media Pvt Ltd:**

**September 2012 till August 2013**

Planman Media a part of Planman Group a sister concern of IIPM think tank has emerged with business magazines such as Business & economy, 4P’s Business & Marketing, The Human Factor & The Sunday India.

The group had also embarked on a journey to applaud best brands of India in a culmination Coffee Table book. Power Brands.

Responsible for:

* Relationship management
* Branding and media planning
* Communication and Market Research
* Client Servicing and communications management
* Making pitch presentations
* Ideation, conceptualization and planning
* All aspects of preparing quotes and proposals
* Proofing and ensuring deliverables
* Consulting on new trends and incorporating them
* Creative Direction
* Handling integrated communications
* All aspects of social research

**Glimpses of Projects handled**

**Associate at Ikya Search Partners, Executive Search, Mumbai**

**June 2012 till August 2012**

Ikya search Partners is a Executive Search Wing Of Ikya Human Capital limited. A group that grown fast and past all competition in the field of recruitments & staffing.

Joined IKYA as a Management Trainee in Executive Search division, which was responsible to recruit the Top Management level of Client Company. Have gained experience to industry research and find suitable candidates for a promising Head position and interact with candidates to shortlist them and negotiate the position. Promise and support their joining and maintain their satisfaction.

Responsible for:

* Industry Research
* Documentations
* Cleaning, editing and rewriting Profiles
* Negotiationg terms and Coordinating with clients

**Havmor Ice Creams And Parlor Chains Ltd, Ahmedabad**

The objective of the project was to study various steps taken by the company in recruiting and retaining employees. The scope of the project encompassed various aspects of human resource management- e.g. incentives, feedback reports, training and development, employee welfare schemes, safety facilities, etc.   
This project not only helped me in gaining an understanding beyond the benchmark of theoretical knowledge, but also gave me an opportunity to gain practical experience.

**GTL Ltd**

The Group's principal activities are to provide network engineering and customer management solutions, other allied businesses such as Enterprise Networks, E-Business Infrastructure and Software Development. The products and services range from building complex voice and data networks to high-end turnkey telecom networks for service providers and utilities in India and abroad. The Group operates in the United States, the United Kingdom, Germany, Singapore, Middle East, Mauritius, New Zealand and Australia

The focus of the project was mainly on ratio analysis, cash flow and study of financial statements and the dynamics revolving around the changes in it over the years. The project also covered learning about and computing various ratios based on profitability, liquidity and turnover. Benchmarking with industry standards and competitors was also undertaken as a part of the project to get understanding of the financial strength of the Company and its standing vis-à-vis industry parameters

**Education**

**Areas of Interest**

**Nationality**

**Date of Birth**

**Marital Status**

**Current CTC**

**Post Graduate Diploma in Management, July 2010 to March 2012**

**Kirloskar Institute of Advanced Management Studies (KIAMS), Harihar, India**

Principal modules: Marketing Management, Financial Accounting, Management Accounting, Corporate Finance, Economics, Operations Management, Human Resource Management, Applied Statistical Decision Making and Organisational Behaviour.

**Bachelor of Business Administration, July 2006 to April 2009**

**Gujarat Law Society Institute of Business Administration, Ahmedabad, India**

Principal modules: Finance, Marketing, Human Resources and Accounting.

Travelling, Music, Heath and fitness

Indian

27-03-1989

Unmarried

4.5 Lacs

References available on request

I hereby state that the above-mentioned information is true to the best of my knowledge and belief.

**Surbhika Sharma**