

Nidhi Sinha

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***Objective:** Dynamic marketing and media professional with international perspective and experience, seeking a full time position as a business analyst in a leading multinational organization.*

EDUCATION

UNIVERSITY OF HARTFORD, Hartford, CT

Master of Arts: Major – Marketing Communications with 3.89/4.0 GPA.

January 2012

- **Graduate Research Project:** Analyzing marketing strategies of media conglomerate Viacom18 in India with an in depth content analysis of channel Colors (Viacom 18) productions.
Research papers: International Business Communications – Starbucks in India, Organizational leadership - A case study of Apple Inc., and analyze strategies implemented by rural areas in India to help in achieving the Millennium Development Goals.
- **Panelist at** Eastern Communications Association;
Topic: Gender Equity and Women Empowerment, Media and Globalization- Case Study of Colors-Viacom18 to coalesce homogeneity and diversity.
- **Speaker at** 19th Annual Convention of Asian Media Information and Communications;
Topic: Media Marketing, Identity and Globalization.
- **Graduate Symposium Presenter** at University of Hartford;
Topic: Role of NGOs in achieving the Millennium Development Goals, Media Consolidation - Balancing Uniformity and Variety, International Communications: Americanization of Globalization.

MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA, Vadodara, India

Bachelors of Arts: Majors - Clinical Psychology and Mass Communications with honors.

July, 2007

- Ranked first in Communications studies with minor in Political Science.
- Successfully conducted clinical psychology tests on children below the age of 14 to analyze personality and mood disorder.

MARKETING AND MEDIA EXPERIENCE

KEILER & CO., Farmington, CT, USA

Marketing Research and Strategic Planning Intern

May 2011 – October 2011

- Conducted comprehensive primary and secondary market research and generated timely reports. Applied qualitative and quantitative techniques to interpret data and produced substantiated recommendations for the clients.
- Successfully executed competitive assessments for clients - Deloitte and Lockheed Martin.
- Completed a major competitive analysis of the evolving U.S. healthcare industry, using secondary data sources for Deloitte healthcare.
- Designed surveys/questionnaires for focus group studies and also transcribed in-depth interviews of top-level decision makers and executives.
- Assisted in strategic planning and development for client campaigns and branding.

INTERNATIONAL FREELANCING PROJECTS:

September 2010 - April 2011

- United Nations 63rd Annual Healthcare Conference, Australia - Competitively selected on an international level as a Special Correspondent to report, interview and publish articles to disseminate information through various media channels.
- Conducted and participated on air shows with private radio stations in India to promote 'save the girl child campaign in Gujarat' - captured declining sex ratios and reported it to UN for its Annual Healthcare Conference to help achieve Millennium Development Goals.
- Asian Media Information and Communication 19th Annual Media and Technology Conference, Singapore – Interviewed and reported for AMIC's official annual journal.

NBC UNIVERSAL, New Britain, CT, USA

Marketing/Newsroom Intern

May 2010 - August 2010

- Covered the Annual Convention of "Art of Living Foundation" an International conference held at the Connecticut Convention Center; July 2010.
- Published various local, political and entertainment articles on the official web page of NBC, Connecticut.
- Monitored social media and utilized the findings to help develop digital marketing strategies for nbc.com.
- Conducted graduate research project on international news media and marketing at University of Hartford.

CENTURION BANK OF INDIA (NOW HDFC Bank Ltd.), Vadodara, India

Marketing and Sales Executive

August 2004 - August 2006

- Coordinated and administered thorough credit checks for loan applicants.
- Evaluated the property against which the loan applicant is planning to take the loan.
- Worked with new customers in the development of new accounts and the execution of new systems.
- Assisted in training new customer service representatives.

ADDITIONAL INFORMATION

- **Association Membership:** Asian Media Information and Communication Centre (AMIC).
- **Awards:** Research scholarships and grants for excellence in communication studies, best international photographer representing India at University of Hartford, CT.
- **Software skills:** Microsoft Office, Competitive media and advertising tracking s/w Competitrack, PageMaker, Photoshop.
- **Language skills:** English, French, Hindi and Gujarati.

References available on request.