

# Soniya Bhola

Noida, Uttar Pradesh

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Over 14 years of rich experience in print media looking after Edition launching, Strategic Planning & Management, Sales & Marketing, Business Development, Key Account Management, Channel Management and Team Management in verticals like Distribution, Customer Service & Public Relations, Admin / Training, Retention, Quality Compliance & Man Management

Willing to relocate: Anywhere

## Work Experience

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Chetna Manch News

February 2016 to Present

Working with Chetna Manch News paper

Job Profile:

- To Keep Record of Ads being published.
- To make Estimate, RO's & Bills through Software including Entries of Agencies
- Keeping updates of Payment follow-up.
- Making relations with Media.

### Media Planner

Comet

April 2015 to February 2016

cum Client Servicing

Job Profile:

- To Keep Record of Ads being published.
- To Prepare MIS from Media software on monthly & Yearly basis.
- To make Estimate, RO's & Bills through Software including Entries of Publication Bills.
- Keeping updates of Payment follow-up.
- Making relations with Media.

### Media Executive

Noshe Oceanic Ad Agency

February 2014 to March 2015

Job Profile:

- To Keep Record of Ads being Published.
- To Prepare MIS from Media software on monthly & Yearly basis.
- To make Estimate, RO's & Bills through Software including Entries of Publication Bills.
- Keeping updates of Payment follow-up.

## Manager Communications

GC Media Pvt Ltd - Delhi, Delhi  
October 2011 to September 2013

**Job Profile:**

To make communication with News papers / Electronic Media to give best service& rates to Clients.

**Work Experience:**

- Making the data all of Publications all over India Along with TV Channels & Radio Stations.
- Knowledge of Media ware software.

**Marketing Manager**

Chetna Manch Daily News Paper of Noida - Noida, Uttar Pradesh  
January 2002 to June 2011

**Job Profile:**

- To make and sales and service calls to NOIDA-UP based customers.
- To hire- train- and retain sales team.
- Planning supplements, Reporting, Editing, Business generation and launching of weekly edition.
- To provide statistical data and generate reports to promoters and analysts, enabling them to make more informed business decisions.
- To organize marketing and distribution of the news print.

**Work Experience:**

- Responsible for overseeing the day to day operations of the newspaper including research, optimization, reporting and trouble shooting across multiple locations.
- Proactively monitor systems and works to assess and correct potential problems before they result in downtime or decreased efficiency.
- Team rostering, handling escalated queries, reporting & process ownership, Managing team relation to control attrition, Ensuring Quality & Valued Services.
- Design style sheets for books and co-ordinate with production.
- Monthly Review, Fortnightly Review and weekly Review for Client and Hierarchy.
- Monthly and Weekly Service Level Agreement Report.
- Real Time Monitoring of Production.

## Education

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**C.B.S.E in Computers**

Green Fields Public School