ADITI GUPTA +91-9971227377

 +91-9599785644

 aditig152@gmail.com

**EXECUTIVE DIGEST**



* A dynamic professional with **4.9 years** of experience in Project Management, Media Research, Market Research and Operations.
* Served Leading companies like Airbus, UnionPay, Automotive US, TripAdvisor.
* Providing strategic guidance to client partners with the goal to help them improve performance and prove the value of their work.
* Proven ability Innovative, profit-oriented, project management professional with proven record in increasing revenues, and achieving cost reductions.
* Significant exposure in maintaining minimum turn-around-time as well as interacting with team members and cross functional leads.
* Excellent communication & interpersonal skills with strong analytical, team building, problem solving and organizational abilities.

**CORE COMPETENCIES**



***Media Research and Market Research***

* Ramping up of research and news projects, across different sectors such as aviation, e-payments and automotive based on current market trends and executing them to completion including client calls, quality control, data analysis and submitting reports.
* Project Planning and Scheduling.
* Preparing Milestone Documents before the Project Comprises with help of team.
* Project Plan release and Timeline allocation as per Plan setting.
* Delivery within timeline with Cost Specified and Budget Allocated for Delivery.
* Formulation and compilation of Daily Newsletters for the client within the stipulated deadlines.
* Team Management and Motivation.
* Weekly Review Meeting with Team and Team Leader.
* Providing the team with required support and training required for researching and analysing the news.
* Conduct and participate in weekly meeting for team and project management to suggest and improve from Learning of Previous Project execution with Different Project Managers.

**CAREER RECITAL**



Currently Working with Prime Opinion Analysis India Pvt Ltd as a Project Assistant in Gurgaon from March 2018.

**Key Deliverables:**

* Work collaboratively with the project manager and team to maximize productivity
* Collaborate with the whole project team, contributing to the entire project lifecycle
* Organize and monitor schedules and see that deadlines are met
* Coordinate efforts within the team and with outside consultants efficiently
* Report updates verbally and in written form to management
* Help discern requirements and assign tasks to team members
* Complete any necessary administrative tasks, such as research and email
* Demonstrate commitment to clients’ needs and confidentiality continuously

**Previous Roles**:

* Deputy Lead

**Key Deliverables:**

**April 2018 2016-March 2020.**

* Planning, goal setting, building proposal & structuring teams, based on the Project requirements.
* Personnel leadership of a growing team, inclusive of lead managers, and analysts.
* Continuously improving internal process: quality & performance efficiency.
* Providing extensive media research- print (Newspapers and magazines) and online websites in order to figure out the clients and the competitor's positioning in global market.
* Managing the deadlines in process of handling the uploading and coding team.
* Providing the team with required support and training required for researching and analyzing the news.
* Ensure timely closure of customer complaints and issues in process of completion of daily deadlines of project.
* Supporting team with innovative data management tools.
* Handling the Data validation, media monitoring, and reports building.
* Senior Media Analyst

**Aug 2016-March 2018.**

* Formulation and compilation of daily Newsletters for the client within the stipulated deadlines.
* Conduct & Oversee research & analysis in order to study the clients and the competitor's positioning in the global market.
* Managing team of 7 professionals on a daily basis to complete the research project within deadlines.
* Attended meetings as required and work closely with the colleagues globally, sharing new information with regard to all research projects.
* Provide real-time alerts to clients regarding breaking news stories within their industry and competitive scope.
* Media Analyst

**Oct 2015-Aug 2016.**

* Worked with cross-functional teams to provide accurate and high-quality content; creating reports with the help of team and team manager, to update the management about the team work progress.
* Selecting research methods appropriate to pre-defined client criteria.
* Automotive online research and create the documentation.
* Reading press displays/broadcast coverage and assessing if stories are favorable or detrimental to clients.
* Summarizing and finalizing data at the end of projects.
* Entered data into client databases.
* Ensured set deadlines are met.
* Working knowledge of key databases such as Factiva, Bloomberg, Lexis-Nexis, Reuters etc.
* Knowledge of some new softwares such as Snaggit, Horreum , Newsletter Tool etc.
* Worked with Zee Business from Feb 2015 to April 2015 as a Trainee with the learnings of a Corporate Exposure, Gained insight about Media Industry and Time Management.
* Worked with Dainik Jagran as a Trainee from June 2011 to August 2011 with the learnings of in-depth knowledge of News Reporting, Designing and Printing.

**Personal Traits:**

* Self-Driven & Team Player.
* Good Verbal communication and written skills.

**SCHOLASTICS**



* Master of Journalism and Mass Communication from Amity University, Noida in 2015 with first class.
* Bachelor of Journalism and Mass Communication from Tecnia Institute of Advanced Studies, Delhi in 2013 with first class.
* Diploma in Software Engineering from NIIT, Delhi in 2010 with First class.
* XII from CBSE in 2008 with First class.
* X from CBSE 2006 with First class.

**PERSONAL DOSSIER**



Date of Birth : 17th Mar, 1991

Address : M1/101, Tower A, Classic Residency, RajNagar Extension, Ghaziabad

Nationality : Indian

Languages Known : English,Hindi

Marital Status : Married

 Aditi Gupta