

REKHA DEY

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Career Features**PHD Chamber of Commerce and Industry (PHDCCI)****July '06 - till date****As Head – Marketing and Publications**

- ⇒ Acting as the nodal point for all events organised by PHDCCI.
- ⇒ Contributed to 'Energy Forum 2006', the conference organised by PHDCCI towards building India's Natural Gas Market. Marketed the event having partnerships with Business Standard, NDTV. Worked in association with Energy Committee of the Chamber.
- ⇒ Marketing and executing the ongoing campaign of 'Delhi for Olympics 2016'. Working on various strategies that can lead to substantial contribution of the Chamber towards making Commonwealth Games a success. Co-author of a paper published on Cycles called 'Of a Bicycle built for Many' written by former Secretary General, Bibek Debroy. The paper was released on 12th Nov., '06 by Sheila Dikshit at the PHDCCI Open Cycle Race.
- ⇒ Responsible for all publications and journals brought out by the Chamber. Among the editorial board members of the PHDCCI Bulletin.
- ⇒ Responsible for upgradation of the Chamber's website www.phdcci.in

HT Media Ltd. as Deputy Manager, Media Marketing**Feb'05-June '06**

- ⇒ Key accounts handled: Samsung, LG, Whirlpool, Haier, Sony, Voltas, Whirlpool, Hyundai, Maruti, Airtel, Sony Ericsson, Motorola, Revlon, Woodland, The Park, Shangi-la, Interglobe, etc. for all advertising business with Hindustan Times (all editions), HT City and Brunch.
- ⇒ Successfully marketed Brunch with new accounts like The Park Hotels, Dupont etc.
- ⇒ Actively contributed to alliances with HT Interacts – Ground Level BTL promotion events organised in various societies in Delhi and Chandigarh
- ⇒ Co-ordinating with the HT Editorial team and clients/ agencies for coverage in HT City along with advertising

Mediascope Publicitas (I) Pvt. Ltd. as Asst. Manager**Mar'04- Jan'05**

- ⇒ Media Planning for various international publications in US, Europe and Pan-Asia, dealing with advertising agencies
- ⇒ Main Publications worked for: Financial Times Travel Section, New York Times Magazine, Amex Publishing's Travel+Leisure, Code Nast Group of Publications(UK), Conde Nast Traveller, Spain, Forbes Worldwide, Gruner+Jhar Group of publications (Germany), Tatler Travel Guide, Australian Financial Review, Australian Gourmet Traveller, Various In-flight publications, In-flight TV, India Now
- ⇒ Coordination with various heads in the travel industry for their interaction/ meetings with publishers and editors of global travel print media fraternity at the WTM, ITB, Fitur
- ⇒ Instrumental in the development of business from Department of Tourism, Govt. of India, Rajasthan, Jharkhand, Madhya Pradesh, Himachal Pradesh and Uttaranchal State Tourism Boards.
- ⇒ Successfully drove a 14 page 'Indian Insights' special section in Conde Nast Traveller, No.1 Travel magazine in UK, involving liaison with Department of Tourism, Govt. of India, Park Hotels, Jharkhand Tourism, ITC Welcomgroup and various other travel related companies; a 12 page 'Journey through Incredible India' section in Travel + Leisure (USA's No.1 travel title with a circulation of over 10 lacs). Closely analyzed various media and marketing extensions used by Amex Publishing (parent company of Travel+Leisure, in the US)
- ⇒ Active involvement in the first burst of Incredible India campaign across international print media in the year 2004

TATA Infomedia Ltd. as Response Executive**Mar'02 – Feb'04**

- ⇒ Executed marketing activities such as brand management, client servicing, business development, event handling and market research, etc.
- ⇒ Successful in the enhancement of image of AV MAX, a special interest publication of TATA Infomedia Ltd. (monthly magazine) and marketed bi-annual national event -AV EXPO, an exhibition of audio-video & Hi-fidelity products.
- ⇒ Key accounts handled: Sony, Samsung, Panasonic, LG, Videocon
- ⇒ Handled expositions of New Delhi, Taj Palace (Dec '02), Bangalore, Le Meridian (Jun '03) and Mumbai, Taj lands End (Oct '03)
Organized AV Max Awards Night, Dec'02 at New Delhi.
- ⇒ Actively contributed to the editorial content, design & development of the magazine.
- ⇒ Co-ordinated interviews for various brand heads, in 'Industry Voice', AV Max.

Academia

PGDMM (2 yrs full time programme with specialization in Marketing & Advertising)	Institute of Marketing and Management , New Delhi	2002	69%
B.A (Economics Hons.) the highest of 93% in Mathematical Economics)	St. Xavier's College , Ranchi	1999	67% (with
Senior secondary	D.P.S , Ranchi,	1994	69%
X	Sacred Heart Convent , Ranchi	1992	77%