

Brief profile- Ms Pooja Valecha

Designation: Assistant Professor

- Ms.Pooja Valecha is currently a full time faculty with Symbiosis Institute of Media and communication
- Media & Communication Industry overview, Advanced Media Planning and Innovation, Economics of Business of Media, Strategic Media Planning, Industry Syndicated Softwares are a few of the subjects she teaches at SIMC apart from handling the Admissions and Online Branding for SIMC. She is also the faculty incharge for Student Projects(MBA)
- She has close to 8 years industry experience prior to joining SIMC, across various facets of the media industry. (Sales, Research, Consulting, Marketing and Media Planning) Last assignment as Associate General Manager with Vizeum Media Services (Dentsu Aegis Network) at Mumbai

Education

- ✓ -Ms .Pooja Valecha has completed her Post Graduate Diploma in Communication Management from the Mudra Institute of Communication Ahmedabad (MICA) during 2004-06..
- ✓ A UGC-NET Qualified teacher in Management.

Academic & Professional Experience (Affiliations)

- ❖ 2.5 years of full time and adjunct teaching experience and 8 years of Industry experience.

Assistant Professor- MBA (Communication Management)	Symbiosis Institute of Media & Communication, Symbiosis International University Pune, India	Apr 2014 – Till date
Associate General Manager	Vizeum Media Services (Dentsu Aegis Network), Mumbai, India	Dec 2010- Dec 2013
Senior Manager – Marketing & Consumer Insights	What’s On India Media Pvt. Ltd. Mumbai, India	Jun 2007- Nov 2010

**Assistant Manager, Sales - Strategy
and Planning**

The Indian Express
Newspapers (Mumbai)
Ltd.

Apr 2006 – May 2007

- **Areas of Research-** Multiscreening Behavior of audiences and its effects on advertisers and Broadcasters, as well as the role of social media in television viewing and audience studies are her areas of research interest.

- Publications

Book chapters-

1	SIMC,Chatterjee	CampusEnvisioning S R	McGraw International-978- 58-
07/2015Pune	Chandan,Hulikavi	Connectthe Future ofSinghvi	Hill 93- 64
	Prasanna,Ghosh	Indian and Amit Education	392-
	Munmun,Upadhyay	ManagementAgnihotri(India)	1829-
	Ashwani	Education	Private 4
	Kumar,Dsouza		Limited
	Darryl,Ingale		
	Radhika,Valecha		
	Pooja		

2. 06/2015 Pune University, Valecha Pooja

Similarities between the duplication patterns of Television content consumption and social media following of youth oriented TV shows and channels by the young Indian audience.

Book- Changing media changing audiences

Lenin media

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