**NEERAJ**

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**~ MARKET RESEARCH ~ .**

## *Research analyst Seeking challenging assignments in data specialist ,Secondary research, Secondary Market Research Consultant, Market intelligence analyst, Business Analyst, data analytics, analyst, Data Analyst, Business Intelligence, Market research, Data Research, Business Research, web research, Internet Research, lead analyst, market researcher, data researcher, with a reputed company to utilize acquired skills & knowledge and deliver best-in-class results. Extensively worked on business/market research & analysis for major clients (MNC/Fortune 500) across multiple sectors -Technology, human resource, Banking, finance, retail, telicom,education,Ecom,Event,Us staffing & recruiting ,RPO,media,chemical,pharma,* *biotech, Oil and Gas, Construction, Aerospace, Marine,energy*  *etc..*

**Executive Profile:**

**SUMMARY**

To be a Research and Marketing employee in an organization where my analytical skills and experience will be used and the rigorous responsibilities that comes with the job will instigate me to perform and learn even better. Proactive, multi-skilled professional with more than **6.8 years** of experience with various industries.

* A proactive professional with more 6.8 years of pertinent experience in Research, Consulting and Analytics.
* Independently managing & leading projects related to secondary research using various databases
* Accountable for web research market research, business research for prospect identification
* Expertise in business intelligence tools such as linked, Zoominfo,fectiva,Thomson, Bloomberg, Lead411, Hoovers, Microsoft Excel etc.)

~ Secondary Research ~ Market research ~ Business research ~ web research ~ social media research ~ [Industry research](https://www.naukri.com/industry-research-jobs) ~Database Research ~ product research~ Data mining ~ Linked in ~Zoom info ~apollo.io ~ Bloomberg ~ Hoovers ~ one source ~ Lusha ~ crunchbase ~ Data.com ~ fundoodata ~ Owler ~ Uplead~ manta ~ BBG.org~ YP ~ pitch book ~  Hubspot~ salesforce ~ Zohocrm ~ Data analysis ~ Google ~Email marketing ~ [Company Analysis](https://www.naukri.com/company-analysis-jobs) ~[Company Profiling](https://www.naukri.com/company-profiling-jobs) ~ [Competitive Intelligence](https://www.naukri.com/competitive-intelligence-jobs) ~ [qualitative research](https://www.naukri.com/qualitative-research-jobs)~ [quantitative research](https://www.naukri.com/quantitative-research-jobs)~ Research & Analysis, Email marketing

**WORK EXPERIENCE (6.8 years)**

***June - 2020 –Feb 2025***

 **Crownstack technologies**–  **SR Data & Research analyst**

**Key Market areas** – India,USA, Canada, Australia, Europe, Middle East etc.

* Analyzing market trend by conducting secondary/primary business research for various client & industries to understand the industry dynamics & making forecasts regarding future tendencies.
* Conduct secondary and primary research to gather relevant market data and insights
* Identify trends in technology, product, customer and vertical/regional markets
* Conducting secondary research on contacts and companies from various sources available in the internet space and making sure that the correct information exists in our CRM database-creating database from scratch by identifying the target market, industry, product, and decision makers.
* Execute B2B market research activities including demand generation, account list building, company profiling research, competitor research, contact discovery, and industry research
* Custom secondary researchConducted industry specific IT research for IT/ITES sector software products (B2B SaaS) product Internet based (ISV, SaaS, Pass, IAAS, Cloud, Platform) like fintech, Edutech, healtech, foodtech, Legalteach Blockchain, IOT,Data Analytics, artificial intelligence, etc for find technology stack which is using frontend or backend and Technical job opening for outsource development staff Augmentation.
* Involved in doing research on new technologies for various IT industries / Product based, Solution based and Service based Industries and ranking.
* worked on different custom secondary research projects, including company profiles, strategy deep dives, competitive landscape analysis, market trend and sizing analysis, etc
* Experience in getting 100% Accurate Emails Research with various research of client through online tools such as LinkedIn, Bloomberg, and Hoovers, including Research, organize, interpret & present Contact information.
* Analyzing market trends expansion, merger & acquisitions, joint-ventures, new product developments, divestment; macro-economic indicators and policy regulation by conducting secondary/primary business research.
* Work on different type of companies and industries in order using the internal and external databases and other search tools on the Internet to create Value Added Research Data
* Conducting research on various companies with the help of secondary research which includes Linkedin,zoominfo,Bloomberg site, as well as extensive web search.
* Provide various analyses and investment guidance on various companies and industries.
* Researches and prepares brief reports on various research projects.
* Capturing the researched information on Excel and CRM.

***June - 2019 –May 2020***

 **SPA Software Assurance (Appbiz 360)**– **Research analyst**

**Key Market areas** – India, USA, Canada, Europe, Middle East etc.

* Creating database from scratch by identifying the target market, industry,product,and decision makers.
* Research & analysis : understanding client objective and requirements : conducting secondary research free and paid source: applying analytical frameworks to fill data gaps: synthesizing data/information and presenting finding and actionable insights.
* Identify the most appropriate decision maker (Director, Manager, VP or C-Level.
* Work on different type of companies and industries specific research for Digital marketing service and web development and mobile app and Google play store.
* Prospect Database Development, Database Management, Strong Email Verification Technique.
* Data Management, Data Processing, Web Research, Data Enhancement, List Building.
* Data Analysis, Secondary Research Carry out analysis in MS-Excel.
* **Lead generation** - via LinkedIn, undertakes “hard to find” research requests for queries posted by the LinkedIn members and Level 1 client interaction. Keeping in touch with the LinkedIn connections and making them updated with the services of the company, also getting new connections for the benefit of the company.
* Understand the requirements shared by the leads and take the conversation forward.
* **Email marketing** – Uses outlook email marketing and tracking reverts and follow ups.
* Weekly status reports of ongoing research projects and activities..

***June 2018–May 2019***

 **To The New (Intelligrape software)**– **Technology Research analyst**

**Key Market areas** – India, USA, Canada, Europe, Middle East etc..

* Creating database from scratch by identifying the target market, industry, product, and decision makers.
* Analyzing market trend by conducting secondary/primary business research for various client & industries to understand the industry dynamics & making forecasts regarding future tendencies.
* Conducted industry specific IT research for IT/ITES sector product (SAAS) and services based companies for find technology stack which is using frontend or backend and job opening.
* Identify the most appropriate decision maker (Director, Manager, VP or C-Level)
* Identified and used appropriate research resources like LinkedIn, Zoominfo and various other external sources to capture market data and enter accurate customer profiles into CRM.
* Provide various analyses and investment guidance on various companies and industries.
* Researches and prepares brief reports on various research projects.
* Capturing the researched information on Excel and CRM.
* Database Building, Lead Profiling, IT Services, Analysis & Tracking of Email Campaign.
* Creating and maintaining databases for various Email Campaigns.

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| **SKILLS & STRENGTHS** |

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| **Skill Set** | MS Office, Microsoft Power BI,Digital Marketing, hubspot,Salesforce,CRM,Hubspot,Apollo.io,Zoom info,Lusha, Jigsaw, Hoovers,data mining,,CRM,Hubspot,Apollo.io,Zoom info,Lusha, Jigsaw, Hoovers,Seamless.AI |
| **Soft Skills** | Analytical ability, Interpersonal skills, Decision making ability, Adaptability, Due Diligence, Internet & Business research, Research Analysis, MIS Reporting, MS Word & PowerPoint, Company Profiling. |

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| **PROFESSIONAL QUALIFICATION** |
| * Post Graduate Diploma in International Business Operations from IGNOU. * MBA in Marketing Management from Jaipur national university. * B.com completed from Agra University. |

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| **ACADEMIC QUALIFICATION** |
| * Microsoft word, Excel. * Power point & good internet searches. * Certificate course in digital marketing from Techstack. * Certificate course in Information technology from IGNOU. * Microsoft Power BI tolls from S Tak IT education. * Certificate course MS office with AI and Chatgpt.. |

**Industry Skills & Proficiency**

* Microsoft Office/ Windows/ Outlook/ Reporting/LinkedIn/ Zoom Info/ Bloomberg.
* Remote work/contract

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| **MOTTO** |

To feel a make the importance about life in the end. I assure you sir/madam if a chance gives   
to me in your organization. I will satisfy you with my work & behavior. I believe in my good   
will and myself to work hard in right direction with proper attitude.

Success in profession life is of total importance to me.

Date ………………………. Place ………………………. . (Neeraj).