

# Jasmine Kaur

Indian | Female | 26

*Target MSc: Consumer Psychology / Market Research*

*EDUCATION BA in Psychology University of Delhi 2021 - 2024*

*Focus on Cognitive Psychology and Research Methods.*

*PROFESSIONAL EXPERIENCE Market Research Intern - Nielsen, Mumbai June 2024 - Present*

*Assisted in conducting focus groups and in-depth interviews for a major FMCG client.*

*Transcribed and analyzed qualitative data to identify emerging consumer trends in rural India.*

*Supported the quantitative team in designing survey questionnaires and cleaning data in SPSS.*

*Social Media Psychology Intern - Startup (EdTech) January 2024 - May 2024*

*Analyzed user engagement patterns to advise the marketing team on content triggers.*

*Conducted secondary research on the "psychology of learning" for product development.*

## SKILLS

Technical: SPSS, NVivo, Microsoft Excel, SurveyMonkey.

## LANGUAGES

Hindi (Native), English (Fluent), Punjabi (Native).

PERSONAL INTERESTS Painting, Mental Health Advocacy, Reading.