

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.