

Professional Summary

Results-driven Consultant with 12+ years of experience in driving business growth, leading cross-functional teams, and providing strategic solutions to startups and growing organizations. Proven track record of success in market research, brand development, and reputation management. Currently leading as a COO Consultant at Inazuma.co, leveraging expertise to fuel business expansion and innovation.

Professional Experience

COO Consultant

Inazuma.co | January 2020 - Present

Senior Consultant

GSB Research & Consulting Pvt. Ltd. | June 2018 - December 2019

Key Achievements:

- Increased client base by 35% through effective market research and strategic partnerships
- Developed and implemented a comprehensive branding strategy, resulting in a 25% boost in client engagement

Responsibilities:

- Conducted market research and analyzed industry trends to inform business strategies
- Collaborated with cross-functional teams to develop and execute marketing campaigns

Consultant

Pinnacle Consulting Services | March 2015 - May 2018

Key Achievements:

- Successfully led a team to launch a startup, resulting in a 50% increase in revenue within the first year
- Designed and implemented a reputation management strategy, reducing negative reviews by 40%

Responsibilities:

- Provided strategic guidance to clients on business formation and development
- Conducted competitor analysis to identify market gaps and opportunities

Research Analyst

Apex Market Research | January 2012 - February 2015

Key Achievements:

- Conducted in-depth market research, resulting in a 30% increase in client satisfaction
- Developed and maintained a comprehensive database of market trends and insights

Responsibilities:

- Collected and analyzed data to inform business strategies
- Created reports and presentations to communicate research findings to clients

Education

Master of Business Administration (MBA)

University of Michigan - Ross School of Business

Relevant Coursework:

- Marketing Management
- Strategic Management
- Organizational Behavior

Technical Skills

Research and Analysis:

- Market research methodologies
- Data analysis and interpretation
- Competitor analysis

Marketing and Branding:

- Brand development and management
- Digital marketing (paid social, email, SEO)
- Content creation and copywriting

Business Development:

- Business strategy and planning
- Partnership development and management
- Client relationship management

Tools and Software:

- Microsoft Office Suite (Excel, Word, PowerPoint, Outlook)
- Google Analytics
- Adobe Creative Cloud (Photoshop, InDesign, Illustrator)

