

# 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 CO09 Consultant at Inazuma.co, leveraging expertise to fuel business expansion and innovation.

## Professional Experience

### CO09 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)

