

Jefflon Sequeira

PROJECT MANAGER | PMO

Mumbai, MH | 9819355933, 9029101993 | jeff_lon09@yahoo.com | www.linkedin.com/in/jefflon-sequeira-9576a6130

About Me

Project Manager with over 6 years of experience in managing and handling end to end project execution within given timeline. Delivering data-driven insights and solutions to increase business growth. Proficient in leveraging research platforms for end-to-end project execution, including survey design, data collection, analysis, and reporting. Skilled in cross-functional collaboration and presenting actionable recommendations to optimize operations and enhance customer experience.

Work Experience

Nailbiter Research | Project Manager – Sr. Data Analyst

March 2021 – July 2024

- Achieved **project objectives** from the collected data by providing shopability solutions through shopper journey analysis, new product launch evaluations, and mystery shopping initiatives.
- Managed **end-to-end execution** of various projects, involving data collection and data cleansing to ensure high-quality insights.
- Solved **Project-level queries** through **Stakeholder Coordination** on objectives, criteria, and deadline.
- **Monitoring project** progress and ensure the deadlines are met.
- Maintaining **Minutes of Meeting** and status of the projects.
- Managed **internal communications**, ensuring availability of **PO and SOW** for fieldwork initiation.
- Monitoring **Cost allocation** of each project to ensure the expenditures are within the budget.
- Designed screeners on **SurveyMonkey** to qualify target groups for projects.
- Conducted **quota checks** based on parameters to determine fielding and panel selection.
- Handled sales requests, showcasing study types and processes to potential clients.
- Performed **Quality analysis** of received data, reporting necessary changes to concerned team.
- Analysed data reviewed by internal teams, reporting errors and discrepancies to **improve the process**.
- Conducted **Quality analysis** of wrongly rejected/rewarded videos and data for **client dashboards**.
- **Coordinating with Vendors** to get the quotation and maintain the relationship.

Oyo Hotels and Rooms | Project Lead, Key Account Manager

Aug 2017 – Feb 2020

- Drove proposal conversions from city sales teams and fulfillment centers, resolving queries through **stakeholder collaboration** across the OYO network.
- Maintained lead/business trackers, identified conversion bottlenecks, and **highlighted issues to stakeholders for resolution**.
- Stayed updated on **product/system changes** to facilitate conversions and generate new business opportunities.

- Developed and executed strategic account plans to **achieve revenue growth** surpassing market averages.
- Managed end-to-end M.I.C.E. activities, ensuring seamless events through **vendor negotiation, client coordination, quotation preparation**, and booking finalization across lead sources.

Internship

IMRB | Intern

- Worked as a Market Researcher at IMRB, conducting customer surveys and data collection.
- Carried out surveys for the NITI Aayog (National Institution for Transforming India).
- Contributed to Sahaasee, an NGO focused on empowering women and underprivileged communities.

Education

Mumbai University

2015 - 2017

Master of Business Administration Marketing (MBA)

SM Shetty College

2011 - 2014

Bachelor of Management Studies (BMS)

Skills & abilities

Market Research/ Survey/ Design | Project Management | Problem solving | Business Communication | Leadership | Process Improvement | Team Management | Quality Analysis | Data Analysis | Quantitative & Qualitative Research | Decision Making | Customer Service | Microsoft Office | Google Workspace | Questionnaire Design

Courses and Certifications

Fundamentals of Digital Marketing by Google | Advanced Microsoft Excel by Udemy | Power BI by Udemy

Interests

Automobile enthusiast | Motorcycle Riding | Reading | Photography