

## JOSEPHIN JOSEPH

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### PROFESSIONAL SUMMARY

Enthusiastic team player with a strong work ethic, focused on process improvement and on-time project delivery with expertise in Secondary Research and Data Analysis.

Although my enclosed resume is practical in nature, it cannot convey the full level of my eagerness to undertake new challenges. I would like to continue my successful growth in the field of Research & Development and Marketing.

### Core Competencies

- Secondary Market Research ⑩ Data Analysis & Synthesize Research Reports ⑩ Business Development Support ⑩ B2B Lead Generation ⑩ Emailers ⑩ Marketing Collaterals
- Info-graphic / Whitepapers/ Brochures ⑩ Strong Decision Making ⑩ Effective Communication skills - both written and Oral

### QUALIFICATIONS:

- Master's in Business Administration (MBA), New Delhi
- Bachelors in Computer Applications (BCA)
- 12<sup>th</sup>, CBSE ( Non-Medical ), ST. Theresa's Convent School, Karnal
- 10<sup>th</sup>, CBSE, ST Theresa's Convent School, Karnal

### KEY SKILLS

- Documentation: Ms Word, Excel, PowerPoint
- In depth knowledge of Internet Technology and PC Software and Operating system.
- Excellent Time Management and Organisation.
- Admirable rapid learning and adapting abilities.

### PROFESSIONAL EXPERIENCE

**BENORI KPO, Gurgaon, India [May - Sept 2019]**

**Title– Sr. Researcher**

**Responsibilities- Primary & Secondary Research, Client Handling**

- Monitor and identifying online trends through marketing and social media.
- Preparing baseline, weekly and wrap up reports for the clients.
- Data Analysis: Design and create error free spreadsheets and presentations in Microsoft office.
- Acquiring data from primary or secondary data sources and maintaining databases.
- Planning, conducting exploratory research and developing real time marketing strategies for the promotion of Digital Coupon.
- Writing effective and original descriptions and titles to grab customer attention which is critical for process optimization.
- Using various databases to create a unique and effective coupon campaign for the clients.
- Liaising with cross-functional teams like sales and marketing team.
- Supporting the manager in developing marketing collaterals, business proposals and new solution / methodology development.

## **QUATRRO Processing Services, Gurgaon, India [March 2017- Dec 2018]**

**Title**– Research Analyst

### **Responsibilities**– Lead Generation and Market Research

- Understanding the target market basis detailed analysis & exploratory research
- Identifying, qualifying, and securing business opportunities; coordinating business generation activities; developing customized targeted sales strategies
- Collaborating with sales and leadership to secure, retain and grow accounts
- Cold calling; making multiple outbound calls to potential clients; closing sales and working with client through closing process
- To distil the findings into specific conclusions and derive synopsis that can be used by top management
- Validating the market conditions & Building a contact map within targeted organizations
- Developing a pipeline of future prospects
- Collecting, analyzing & disseminating information with a primary focus on competitors
- Public information mining from official repositories and social media to support management on Real-time basis
- Responsible for supporting the Assistant Manager for providing business intelligence and sales support particularly in lead generation.

### **Business Intelligence: Digital Marketing**

- Creating new Infographic and promote on website/social channels
- Provide recommendations to optimize Sales & Market research campaigns
- Design and create client-ready presentations in Microsoft PowerPoint, Word and Excel
- Developing original content for our websites, Writing Content for Blog Postings / Newsletter

### **Additional Research Projects**

- Secondary Research Project-(Market Research)
- Internal Client Project- (Customer Data Accuracy Program)

## **CONCENTRIX India, Gurgaon, India (YouTube Policy Team) [November 2015 – Jan 2017]**

**Title**– Analyst

### **Responsibilities**:

- Review controversial video content in line with YouTube's Advertiser Friendly Guidelines.
- Handle policy Escalations that require immediate resolution from both internal and external stakeholders.
- Manage Strategic projects to drive process improvements.
- Develop and implement metrics that captures policy impact and measure process efficiencies.
- Research and scope networks of key stakeholders (e.g. industry partners, non-profit groups, academics, competitors) to support video-based content policies that will maintain a healthy, user focused online ecosystem while balancing the core values of YouTube with key stakeholder interests.

## **INTERNSHIP: ACADEMIC PROJECT UNDERTAKEN**

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**ONLYIMPORTED.COM**

**Title:** Intern

- Responsibility handled-creating brochures, attended product launches, Social media marketing, Email marketing, Editing, Field marketing.
- Seeking out new opportunities for online marketing campaigns.
- Content writing

#### **ADDITIONAL INFORMATION**

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Languages: Hindi (Fluent), English (Fluent)

Interest- Photography, reading, creative writing, travelling, participating in group discussion and exploring new cuisines