



# SMRITI VINODIA

Bringing deep understanding of my Technical and Qualitative Market Research for information and insights on brands, markets, people, society and customer preferences. Highly motivated individual committed to hard work. Passionate about increasing knowledge to drive growth and needed improvements. Ready to apply skills and two year of experience to new position with long-term potential.



smriti.vinodia96@gmail.com



07747052532



Hyderabad, India



## EDUCATION

### Graduation

Jaypee University of Engineering and Technology

07/2014 - 05/2018

Guna, M.P, GPA- 7.2

Courses

- B.tech in CSE

### Post Graduation

Institute for Technology and Management

07/2020 - 07/2022

Navi Mumbai, Maharashtra, GPA- 8.3

Courses

- PGDM in Marketing



## WORK EXPERIENCE

### Research Executive

IPSOS Research Pvt Ltd

02/2022 - 03/2023

Mumbai, Maharashtra

Ipsos is a global Market Research firm that delivers information and insights on brands, markets, people, and society.

Tasks

- Qualitatively researched product pricing, ratings, performance and created comparison spreadsheets to evaluate competitors.
- Created proposals and reports to organize pursuit documentation support marketing staff.
- Delivered effective oral presentations to staff and clients based upon data compiled from different research sources.
- Took active role in stakeholder meetings and brainstorming sessions, promoting positive changes to project strategies and future implementations. Collaborated with team members to achieve target results.
- Established and maintained highly effective relationships with clients and industry partners to drive growth.
- Projects done on Concept testing, Product testing(also blind product testing), Qual+Quant studies, Community(real time studies)
- Key client's projects - Mahindra, Skoda, Tata, Toyota, Marico, CNH Finance, Vodafone Idea, Papa Johns, Reliance Industries, Saffola



## SKILLS

Project Management

Qualitative Research

Report Writing

Research Methods

Response Documentation

SQL

Power BI

Tableau

Jira

HTML

CSS

MS Word

MS Powerpoint

MS Excel

Team Player

risk analysis and Management

Presentation Skills

Workflow Planning



## LANGUAGES

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency



## INTERESTS

Dance- Professional Classical dancer(Kathak)

Cooking- Love trying own new invented receipes

Gymming



## WORK EXPERIENCE

### Marketing Trainee Mahindra Finance

05/2021 - 09/2021

Mumbai, Maharashtra

#### Tasks

- Mahindra finance is an Indian rural non-banking financial company Conducted research, gathered information from multiple sources and presented desired results.
- Learned new skills and applied to daily tasks to improve efficiency and productivity.
- Participated in continuous improvement by generating suggestions, brainstorming, engaging in problem-solving and logical thinking activities to support teamwork.

### Business Development Executive X5 Retail

10/2019 - 04/2020

X5 Retail work on Exclusive space selling model, by creating a melange of fresh traditional designs with contemporary ideas and presenting it in a Modern exhibition style concept at Premium Shopping Malls & Other Popular Venues having High Footfall, across the country.

#### Tasks

- Designated as to contact Vendors and Marketing Managers of various malls and book place and vendors for company's event.
- Developed and executed strategic initiatives to implement key changes and improvements in business development and sales program.

### Marketing and Operations Intern Unschool

05/2021 - 07/2021

Unschool is an **ed-tech company** that creates an online learning ecosystem for students and professionals.

#### Tasks

- Unschool is an online edutech platform that provides various courses for Engineering, Management and Law.
- Designated to work on Marketing and Sales, hence generated Rs 1,70,000 sales for company.
- Interacted with customers, reviewed about products and services; enhanced CRM (customer relationship management).
- Interviewed 40+ new interns and hired them in team.
- Collaborated with team members to help expand marketing channels.