

PROFESSIONAL EXPERIENCE:***Research Executive: Ipsos India Pvt. Ltd.******November '15 – Present*****Maruti Suzuki POC Brand Track: Brand health tracking for the Pre-Owned Cars portfolio**

- **Client Servicing:**
 - ✓ Regular interaction with Brand Managers and client executives handling the POC portfolio at MSIL to understand their requirements
 - ✓ Single point of contact, handling additional client requirements and data requests
- **Research Analytics:**
 - ✓ Analyzing and delivering detailed monthly and quarterly reports on the health of key brands
 - ✓ Overseeing and coordinating with data processing teams, modifying analysis plans as and when required
- **Field Co-ordination:**
 - ✓ Preparing and modifying the Questionnaire Kits and Stimulus
 - ✓ In charge of pan India logistics and daily field work tracking for timely completion of the study
 - ✓ Conducting on-field quality checks at regular intervals
 - ✓ Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability

Kellogg's India Pvt. Ltd: Brand health tracking for corn flakes category

- **Field Co-ordination:**
 - ✓ Preparing and modifying the Questionnaire Kits and Stimulus
 - ✓ Conducting on-field quality checks at regular intervals
 - ✓ Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability
- **Research Analytics:**
 - ✓ Working on Ipsos proprietary tools of brand and communication tracking
 - ✓ Assisting in analyzing and delivering detailed monthly and quarterly reports on the health of key brands
 - ✓ Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

Google India Pvt. Ltd: Various ad hoc projects on brand and communication tracking of Google products such as Google Duo, Google Chrome etc.

- **Client Servicing:**
 - ✓ Proposal and questionnaire creation as per the scope of the study
 - ✓ Regular interaction with product Managers handling specific product portfolio to understand their requirements
 - ✓ Single point of contact, handling additional client requirements and data requests
- **Research Analytics:**
 - ✓ Working on Ipsos proprietary tools of brand and communication tracking
 - ✓ Analyzing and delivering the final report to the client
 - ✓ Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

**Unilever Ltd: Various Ad Hoc projects on Product Testing, Brands and Innovations for Unilever Ltd.
(For Laundry, Foods, Hair-care and Oral-care Division)**

- **Client Servicing:**
 - ✓ Proposal and questionnaire creation as per the scope of the study
 - ✓ Regular interaction with product Managers handling specific product portfolio to understand their requirements
- **Research Analytics:**
 - ✓ Working on Ipsos proprietary tools for innovation and product test
 - ✓ Analyzing and delivering the final report to the client
 - ✓ Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

Was instrumental in working on Ipsos's concept testing tool- FCT (Fast Concept Test) in India for the first time

Britannia Ltd: Conducting Pack tests for Britannia's Innovations

- ✓ Analyzed and compared the Innovation packs against the Premium competition brand packs to understand the preference of innovation
- ✓ Presented and handled preparation of the final reports
- ✓ In charge of the complete deployment and ensured that the study was successfully executed
- ✓ Prepared the analysis plan, establishing clear guidelines for tabulation and presentation of data

Wipro Ltd: Post Launch evaluation for categories such as Body lotion and Fabric conditioner

- ✓ Proposal and questionnaire creation as per the scope of the study
- ✓ In charge of the complete deployment and ensured that the study was successfully executed
- ✓ Prepared the analysis plan, establishing clear guidelines for tabulation and presentation of data

Research Executive, Trainee: TNS India Pvt. Ltd.

August'14 – November'15

Inbisco Brand Track (Confectionery): Brand health tracking for the Candies

- **Field Co-ordination:**
 - ✓ Preparing and modifying the Questionnaire Kits and Stimulus
 - ✓ In charge of pan India logistics and daily field work tracking for timely completion of the study
 - ✓ Conducting on-field quality checks at regular intervals
 - ✓ Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability
- **Research Analytics:**
 - ✓ Analyzing and delivering detailed monthly and quarterly reports on the health of key brands in the confectionery category
 - ✓ Overseeing and coordinating with data processing teams, modifying analysis plans as and when required

Mondelez Brand Track (Chocolates): Brand health tracking for the Chocolates portfolio

- **Field Co-ordination:**
 - ✓ Modifying the Questionnaire Kits and Stimulus
 - ✓ In charge of pan India logistics and daily field work tracking for timely completion of the study
 - ✓ Conducting on-field quality checks at regular intervals
 - ✓ Responsible for scrutinizing and modifying budgets for fielded studies, tracking expenses and planning for maximum profitability

EDUCATION:

Course	Institute/University	Grade	Marks	Year
PGDBM – Marketing	N.L Dalmia Institute of Management studies and Research / AICTE	First Class	60.50%	Feb 2014
B. Com: A/c & Fin	Mulund College of Commerce / Mumbai University	Distinction	76.50%	June 2010
HSC Std. XII (State Board)	Mulund College of Commerce	Distinction	79.83%	June 2007
SSC Std. X (State Board)	Smt. N.G. Purandare Highschool	Distinction	82.53%	June 2005

TECHNICAL SKILLS:

- **Miscellaneous Software Familiar With:** MS Office 2000 - 2010, Survey Reporter

POSITIONS OF RESPONSIBILITY:

- Active member of Staff planning committee at **Ipsos Pvt. Ltd** from April 2016
- Secretary (Marketing division): Placement committee: **N L Dalmia** Institute of Management Studies and Research
- Cultural Secretary (09-10): **Mulund College of Commerce**
- School Captain (04-05) of **Smt. N.G. Purandare High school**

EXTRA-CURRICULAR ACTIVITIES:

- **Winner of Maadhyam'13** – An All India Marketing Paper presentation competition held at N. L. Dalmia Institute of Management Studies and Research
- Represented N L Dalmia Institute of Management studies and Research at **BMA- Young Manager's Summit**
- Recipient of **Best Student: All-rounder and team player** at Mulund College of Commerce (2010)
- Recipient of **Best Student** award at Smt. N.G. Purandare High school (2005)