

Professional Summary

- 5 years of rich and diverse experience in Market Research across categories: FMCG, Automotive, Technology etc.
- Strong background in understanding client's business issues & requirements, consequently developing and designing appropriate research solutions to generate crisp and actionable insights
- Proven skills in quantitative research design and well conversant with data analysis, interpretation and report writing
- Well versed with MS Office and IBM Survey Reporter and working knowledge of SPSS software
- Demonstrated ability to manage multiple end to end research projects while maintaining a strong client servicing
- Fluency in written and verbal communication skills with well-developed interpersonal and presentation skills

Experience

Senior Research Executive **Jan'18 – Sep'19**
Ipsos Research Pvt. Ltd. – Mumbai, India (1 year and 8 months)

Responsible for building business relationship, client management and conducting end to end custom market research projects, providing actionable insights for FMCG and Automotive clients. Have successfully managed brand trackers worth 75,000 CAD

- Instrumental in winning an yearly brand track worth CAD 25000 for Navneet – leading notebook manufacturer in India – *Data collected by CAPI (Computer Aided Personal Interview)*
- Conducted end to end ad hoc research projects for large furniture category of **Flipkart** – India's 2nd largest e-commerce website (Total project value CAD 5000) – *Data collected using online consumer panels*
- Efficiently serviced and managed brand trackers for clients such as **Kellogg's (India)** and **Maruti Suzuki** – *Data collected by CAPI (Computer Aided Personal Interview)*
- Single handedly conducted several ad pre-testing studies for **Colgate (India)** – Toothpaste category using Ipsos's proprietary tool - ASI Connect & ASI Connect Digital
- Successfully managed the team activities for projects at various levels of research such as survey development, testing and programming, in field activities and insights reporting
- Worked as an 'ISO Lead' for the team and successfully completed ISO audits for the team
- A part of Ipsos 'global new research tool development for Ad Pre-testing and worked as 'India SPOC'
- Provided training, guidance and support to entry level staff

Research Executive **Nov'15 – Dec'17**
Ipsos Research Pvt. Ltd. – Mumbai, India (2 years and 1 month)

Responsible for conducting end to end market research projects for FMCG clients and fieldwork management of brand track

- Single handedly conducted pack test for **Britannia** – leading biscuits manufacturer in India and presented the findings to the CMO and other stakeholders. Product was launched and currently accounts for 1% of Britannia's total sale – *Data collected by CAPI (Computer Aided Personal Interview)*
- End to end handling of concept testing studies done in UAE, Malaysia, Brazil, Thailand & Indonesia for **Unilever** - laundry category – *Data collected using online consumer panels*
- Managed custom research studies and delivered insights to Tech clients such as Wipro and Google – *Data collected by CAPI (Computer Aided Personal Interview)*
- Managed entire fieldwork for a brand tracker, spanning for a period of 8 months, conducted by **Samsung (India)** to understand the triggers and barriers towards the use of smartphones in tier-2 towns of India – *Data collected by CAPI (Computer Aided Personal Interview)*

Research Executive (Trainee) **Aug'14 – Nov'15**
Kantar TNS Pvt. Ltd. – Mumbai, India (1 year and 2 months)

- Responsible for field management of brand trackers for **Mondelez International** (India) for Chocolates category and Inbisco India Pvt. Ltd. for Confectioneries
- Handled adhoc projects for ABD (Allied Blenders and Distilleries) and Boehringer Ingelheim

Education

Post Graduate Diploma in Business Management (Marketing) 2014

N.L.Dalmia Institute of Management Studies and Research, Mumbai, Maharashtra, India

[equivalent to a 'Bachelor's Degree (4 years), as determined by World Education Services in Toronto, ON]

Master of Commerce (Business Administration) 2012

University of Mumbai, Maharashtra, India

[equivalent to a 'Postgraduate Diploma (1 year), as determined by World Education Services in Toronto, ON]

Bachelor of Commerce (Accounts & Finance) 2010

University of Mumbai, Maharashtra, India

[equivalent to a 'Bachelor's Degree (4 years), as determined by World Education Services in Toronto, ON]

Honors and Awards

Winner – All India Marketing Paper Presentation Competition September 2013

N.L.Dalmia Institute of Management Studies and Research, Mumbai, Maharashtra, India

Silver Medalist – Business Standard B-School Quiz January 2013

Held at Business Standard office, Mumbai, Maharashtra, India

Best Student – Team Leader & Player (All Rounder) April 2010

Mulund College of Commerce, Mumbai, Maharashtra, India

Volunteering

Placement Committee Member Sep'12 -Sep'13

N.L.Dalmia Institute of Management Studies and Research, Mumbai, Maharashtra, India

Cultural Representative Aug'07 -May'10

Mulund College of Commerce, Mumbai, Maharashtra, India

Student Volunteer Aug'07 -May'10

Mulund College of Commerce, Mumbai, Maharashtra, India