**Swapnil Garge**

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**EXPERIENCE**

**Ipsos Research Pvt. Ltd.** – Mumbai, India **January 2018 – September 2019**

*Senior Research Executive*

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 approx.75,000 CAD

* Instrumental in winning an yearly brand track worth CAD 25000 for Navneet – leading notebook manufacturer in India – Data collectd by CAPI
* Conducted end to end ad hoc research projects for Flipkart’s large furniture category by consumer panels
* Efficiently serviced and managed clients such as Kellogg’s and Maruti Suzuki brand trackers for their sub-categories – Data collectd by CAPI
* 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 for multiple brand research and custom research projects

A part of Ipsos’global new research product development for Ad Pre-testing and worked as ‘India SPOC’

**Ipsos Research Pvt. Ltd.** – Mumbai, India **November 2015 – December 2017**

*Research Executive*

Responsible for conducting end to end market research projects for FMCG and technology clients.

* Managed custom research studies and delivered insights to FMCG clients such as Unilever, Britannia, Wipro and Google – data collection by CAPI fieldwork
* Efficiently managed and delivered insights to Samsung India from brand health track of mobile phones – fieldwork conducted by shop/ street intercepts
* End to end handling of concept testing studies done in UAE, Malaysia, Brazil, Thailand & Indonesia for laundry category using Ipsos’s concept testing tool – FCT (Fast Concept Test)- data collected online

**TNS India Pvt. Ltd.** – Mumbai, India **August 2014 – November 2015**

*Research Executive - Trainee*

Responsible for field management of brand trackers for Mondelez International (Chocolates) and Inbisco India Pvt. Ltd. (Confectioneries) and Adhoc projects for ABD (Allied Blenders and Distilleries) and Boehringer Ingelgeim

**Business of Ideas** – Mumbai, India **April 2013 – June 2013**

*Summer Internship*

Development & deployment of marketing strategies for Yash raj films – one of the biggest film production and distribution companies in India

**EDUCATION**

**N.L.Dalmia Institute of Management Studies & Research (NLDIMSR) –** Mumbai, India**February 2014**

* *PGDBM, Marketing*
* *Leadership position:* Secretory of the placement committee of NLDIMSR
* *Winner:* All India Marketing Paper presentation competition held at NLDIMSR

**University of Mumbai –** Mumbai, India **May 2012**

* *M.Com – Management Studies*

**University of Mumbai, Mulund College of Commerce (MCC) –** Mumbai, India **June 2010**

* *Bachelor of Commerce – Accounts & Finance*
* *Leadership position:* Cultural Secretory of MCC in 2009-2010
* *Winner:* Best Student- All-rounder & team player award at MCC in 2010

**ADDITIONAL INFORMATION**

* *Computer*: Microsoft Excel, Word, PowerPoint, Survey Reporter and SPSS
* *Languages*: English (Fluent), Hindi (Fluent), Marathi (Fluent)
* *Volunteering* – Student Volunteer for National Service scheme, India (NSS)

– ISO Lead for Ipsos Team for 2017 - 2019

* *Extra-Curricular*: Member of Trek the Himalayas trekking group. Trekked Chandrakhani Pass at 12,000 feet and Kedar Kantha at 12,800 feet