**SWAPNIL SUDHIR GARGE**

**PROFESSIONAL EXPERIENCE:**

***Research Executive - Trainee, TNS India Pvt. Ltd. August 2014 – Present***

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

* **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

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

* **Client Servicing:**
  + Regular interaction with Brand Managers and client executives handling the candies portfolio at Inbisco 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 in the confectionery category
  + 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
* Assisting other teams in analysis and preparation of scheduled reports and fieldwork checks as and when required

**Allied Blenders & Distillers Brand Track: Brand health track for the Semi Premium Whiskey category**

* Semi Premium Whiskey Brand Health (Wave 2) across 8 metros pan India
  + Analyzed and compared the Brand Health of Semi Premium Whiskey against competition brands over a gap of 6 months between the two waves
  + Handled preparation of the final reports at the All India level and for each metro
  + 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

**Gems and Jewelry Export Promotion Council of India: Satisfaction survey and Assessment of IIJS Signature 2015**

* IIJS Signature 2015 is one of the biggest gems and jewelry show in India, having a participation of more than 550 Indian exhibitors and more than 100 foreign exhibitors with a footfall of more than 20000
  + Analyzed and compared the Brand Health of Semi Premium Whiskey against competition brands over a gap of 6 months between the two waves
  + Handled preparation of the final reports at the All India level and for each metro
  + 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

**Boehringer Ingelheim: Ad & Brand tracking study for Buscogast and Buscogast Plus**

* Anti-spasmodic Ad and Brand tracking (Wave 1 and Wave 2) across 3 metros
  + In charge of the complete deployment and ensured that the study was successfully executed
  + Prepared the analysis plan, analyzed and delivered preliminary results
  + Handled preparation of the final reports and presentation

**Boehringer Ingelheim: Ad & Brand tracking study for Dulcoflex**

* Laxative Ad and Brand tracking (Wave 5) across 3 metros
  + In charge of the complete deployment and ensured that the study was successfully executed
  + Prepared the analysis plan, analyzed and delivered preliminary results
  + Handled preparation of the final reports and presentation

**INTERNSHIPS:**

***Marketing Intern, NIIT Ltd May 2012 – July 2012***

* Counselled walk-in customers with courses suiting their requirements
* Generated leads via cold calling and in-person interactions
* Converted leads to achieve total sales of Rs 1,50,000
* Handled execution and evaluation of promotional activities, awareness campaigns and programs
* Maintained the database of all the leads generated and converted

***Faculty, NIIT Ltd April 2006 – June 2006***

* Assisted full time faculty during machine room sessions
* Conducted of regular sessions on basic computers and programming

**PROJECTS:**

* **Computer Education an Inside Analysis: Workings of a Major Player (NIIT)**
  + Analyzed the workings of the NIIT’s Marketing Dept. at the Center level.
  + Undertook an indepth analysis of the various promotional activities undertaken by NIIT and their success rate
  + Carried out competition benchmarking to identify opportunities and threats in the computer education category
  + Recommended future marketing strategies for NIIT
* **An indepth analysis of the Indian gaming industry: An untapped market** 
  + Conducted a detailed analysis on the gaming industry landscape in India
  + Global level analysis to compare and understand the challenges faced by the industry in India
  + Recommended measures and opportunities for the growth of the industry and its players in India
* **Web Technologies – Flash, HTML and JavaScript** – Live Static Website for Trisun Advertising
  + Created and deployed a live website to showcase the agency’s existing portfolio and regular updates post launch
  + Managed the website using HTML and CSS technologies alongside Adobe Flash ActionScript Programming

**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 |
| M.Com (Management) | Mumbai University | Second Class | 46% | June 2012 |
| 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:**

* ***Operating Systems:*** Windows OS, Basic UNIX, Ubuntu
* ***Programming Technologies Familiar With****:* C, C++, .NET & VB Technologies, VBA for Office, HTML 4.0, XML 1.0, JavaScript, Java Programming
* ***Server Technologies Familiar With:*** SQL Server 2000, 2005, MS Office Access, Oracle 9i
* ***Miscellaneous Software Familiar With:*** MS Office 2000 - 2010, Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, SPSS 12.0

**POSITIONS OF RESPONSIBILITY:**

* **Cyber-Strike 2007 (Jai hind inter-collegiate techfest):** A **2 day festival**, attended by **more than 10 colleges**
  + **Core Planning Committee Member**, responsible for organizing and coordinating multiple events
  + Secured **75% of the total sponsorship** garnered for the event
* **Chakravyuh 2012 – (LLIM inter – collegiate fest)**
  + Responsible for organizing and overseeing **computer gaming events** for the festival

**EXTRA-CURRICULAR ACTIVITIES:**

* Member of the **official basketball team** of the school, participating in interschool tournaments
* Achieved **A+ grade** in the All India Intermediate drawing exam
* Recognized and awarded for **academic excellence** in the ICSE Std X Board exams