

Manas Raheja, Male, 26

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Year	Educational Qualifications	Board/Institution	CGPA* /%
2014	Bachelor of Technology	National Institute of Technology, Jaipur	8.16
2010	XII (CBSE)	Grenvalley Public School, Bhilwara	70.2%
2008	X (CBSE)	St. Anselm's School, Bhilwara	88.4%

Work Experience

Business Associate Consultant		ZS Associates	July 2017 - Present
Market Research	Responsible for creating project plans and client management, design quantitative market research surveys, mentor and coach associates in their career progression		
	1. Brand Tracking: Conducted product performance tracking to gauge awareness, trial, usage and perceptions of the target customers in order to assess their drivers and barriers to use the client product		
	2. Patient Segmentation: Helped client to identify various patient segments in the market, to drive the development of retention and growth strategies, to develop customized messaging for each patient segment		
	3. Message Testing: Evaluated most effective messages for higher sales of a novel drug due to being launched the next year		
Business Analyst		ZS Associates	Feb 2015 - Jun 2017
Market Research	Primary responsibilities included data sanitization, setting up analyses, creating client-ready deliverables & vendor management		
	1. Market Opportunity Assessment: Helped the client to target consumers better by evaluating the segments with the help of a combination of existing primary and secondary data		
	2. Demand Estimation: Helped the client to refresh its estimates of global market shares for its products to support its 2017 forecasting and scenario planning		
	3. Qualitative Research: Gain insights from physician's discussion on a Twitter-like platform and provide valuable recommendations to the client, helping them understand a relatively new and rapidly evolving rare disease area and make informed decisions		

Professional Skills

- MS Excel, PowerPoint, MS Word, Basic VBA Macros and R programming

Positions of Responsibility

- Leading a team of 4 associates at ZS Associates
- Captain of the institute's Basketball team (NIT Jaipur)
- Organizing Head of the 17th All India Advani Memorial Basketball Tournament (AIAMBT - 2014)
- Technical Head in the organizing team in 16th All India Advani Memorial Basketball Tournament (AIAMBT - 2012)
- Basketball Team Captain, represented Bhilwara at the State Level Basketball Tournament at the U-17 level in the year 2007