

# Kratika Murdia

Management graduate in Marketing currently working as Research Associate with Unimrkt Research.

## WORK EXPERIENCE

**2018- Present**      Research Associate

### Unimrkt Research Pvt Ltd

- Involved in Primary & secondary projects
- Data collection through Computer Assisted Telephonic Interview/Computer Assisted Web Interview.
- Analyzing the data that is collected through proper secondary channels through white paper reports and paid databases
- Analyzing data collected through Primary source using basic Excel (Pivot, frequency tabs etc.)
- Reporting to the client with Fieldwork updates and ensuring that
- Fieldwork is completed as per the planned project scope.
- In-depth interviews in urban Space.
- Carrying out data quality and logic checks and quality of open-end responses
- Ensuring proper lead generation for IDI's and building up good pool of appointed respondents.
- Note-taking to capture unprompted verbatim respondent comments.
- Experienced geographies APAC, EMEA, US etc.
- New resources monitoring and supporting

**2017 May- Feb2018**      TERRITORY SALES INCHARGE

### GCMMF Ltd. (AMUL)

- Managing existing and adding new channel partners for the organization.
- Tracking and analyzing primary sales on regular basis and observing secondary and tertiary sales.
- Daily market monitoring by visiting distributors and retailers and helping them in finding customers and solving their problems and queries.
- Increasing brand awareness and visibility through below the line (BTL) marketing activities like wall painting, shutter paint, dealer board, canopy activity etc
- Hiring, motivating & leading a team of salesmen for the achievement of organizational goals.

## SKI LLS

Hoovers  
Factiva  
One source  
Bloomberg  
Interpersonal  
Time- Management  
Adaptable Leadership  
Team-Work

Software learnings  
MS Excel  
MS Powerpoint MS Word

Languages  
English Hindi  
French

## INTERESTS

Music Photography  
Travelling

## Contact & Info

Flat No-14 Building No-  
S-3, Khirki  
Extension ,Malviya Nagar  
New Delhi- India

Ph : 8588926454  
DOB : 12th Dec 1992

- Coordination with logistics department and managing supply chain.
- Achieving sales target on regular basis.

## ACADEMIC PROJECTS

**MAY'16-JULY'16** SUMMERINTERN

### PARAG MILK FOODS

- To know B2B selling, dealing in HORECA department.
- Carried out intensive analysis of alternatives and used primary data collection through a self designed questionnaire for research.
- Evaluated alternative to understand the buying behavior of the existing HORECA customers

**8th OCT-8TH NOV'15** LIVE PROJECT  
NIELSEN INDIA

- Project title - UPSHOT 23
- Conducted Bihar election polls with the team of 15members
- Worked with the research and development department
- Data punching
- Coordinating with field people and calling

## EDUCATION

**2015 - 2017** MBA (Marketing) Jagan Institute of Management Studies (2015-17) - 60.15%

**2012 - 2015** *Bachelor in Business Administration Birla Institute Technology, Mesra (2012-2015)-77.3%*