**Kratika Murdia**

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

**WORK EXPERIENCE**



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

**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.
* 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

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# **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%