



SHIWANGI UKEY

MARKET RESEARCH PROFESSIONAL

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WORK EXPERIENCE

Company	Key Responsibilities & Achievements
Infiniti research Pvt. Ltd., Bangalore, Karnataka	
Bayer AG	Analyzed pharmaceutical and biotech markets using Bloomberg and CrunchBase to assess competitive landscape. Provided recommendations for supply chain optimization and product portfolio expansion
Synchrony Financial	Analyzed customer behavior patterns to enhance financial product offerings using ZoomInfo and AI tools. Delivered competitive intelligence to optimize digital lending services and fintech adoption strategies
Johnson Controls	Researched global market trends in building automation and energy solutions for growth opportunities. Analyzed customer needs in smart building technologies and sustainable practices for product innovation
Altria Inc.	Assessed performance metrics against competitors to enhance product positioning. Analyzed regulatory impacts on product portfolios and provided strategic marketing recommendations
Procter & Gamble	Conducted market analysis on consumer goods with focus on hygiene and personal care categories. Used AI tools to predict market trends and optimize pricing strategies for product lines
Corning Inc.	Researched advanced material markets focusing on optical communications and specialty glass. Identified expansion opportunities in green energy and medical devices sectors using Bloomberg data
Global Market Insights, Pune, Maharashtra	
Conducted secondary research using industry tools and authored SWOT and PESTEL analyses. Created comprehensive market trends and consumer profile reports	
Report Insights Consulting	
Created consumer profiles through market research and coordinated with team members. Assisted in research projects leading to performance-based increment during internship	

Degree	College Name	Date/Year	Responsibilities
MBA in Telecommunications and Marketing Management	MIT World Peace University, Pune	Aug 2018 - Dec 2020	<ul style="list-style-type: none">Completed SIP at Tata Communications, focusing on CRM and NMSSpecialized training in communication and marketing skills
Bachelor of Engineering in Computer Science	D.Y.P.I.E.T, Pune	Aug 2013 - May 2017	<ul style="list-style-type: none">Foundational training in coding and computer science theory

SKILLS

- **Research Tools:** Bloomberg, ZoomInfo, CrunchBase, Google Analytics, AI Tools
- **Analysis:** Qualitative & Quantitative Analysis, Market Research, Data Interpretation
- **Communication:** Report Writing, Content Creation, Technical Writing, Presentation
- **Technical:** Microsoft Office Suite, Digital Marketing, E-Commerce Platforms

CERTIFICATIONS & ACHIEVEMENTS

- Microsoft Office Certification
- Foundation of Digital Marketing and E-Commerce Certification
- "Best Beginner 2022" Award at Infiniti Research Private Limited
- First intern to receive performance-based increment at Reports Insights Consulting

LANGUAGES

English, Hindi, Marathi (Professional Fluency)