

UTTAM KUMAR PRAMANIK

Contact No= +918197989053, Home= +919735063084

Email: Pramanik.uttam1986@rediffmail.com

CAREER SUMMARY

A result orientated Market Research Analyst with experience of conducting, analyzing and interpreting customers, competitors and products across the marketing spectrum on customer segmentations and product categories. Passionate about providing quality, cutting edge research and have an understanding of the complex profile of consumers and how business can tap directly into their living, habits, aspirations and attitudes through creativity, compassion, collaboration and curiosity.

CORE COMPETENCIES

Product Analysis
Market Analysis
Competitor Analysis

Business Continuity Planning
Customer Data Integration
Data Quality Management

Keyword Research
Customer Analysis
B2B and/or B2C

PROFESSIONAL EXPERIENCE

Kreatio Software Pvt Ltd
Marketing Analyst

Bangalore, India
March 2016 to till date

Key Responsibilities:

1. Design surveys that identify consumer preferences and prospective markets for products.
2. Conducting primary research on media industry.
3. Continuously gathered and interpreted data on new and emerging competitors.
4. Processing and analyzing raw data into reports for senior managers.
5. Defining target markets and opportunities within them.

Quess Corp Ltd (Ikya Human Capital Solution Ltd)
Market Research Analyst

Bangalore, India
March 2015 - March 2016

Key Responsibilities:

1. Creating and produce market research reports on specific products and markets.
2. Analyzed data using both quantitative and qualitative methods.
3. Designing effective questionnaires based on activity objectives and market knowledge.
4. Researched industry and global markets for potential clients and vendors to start aluminum and gravity die casting company in India.
5. Work as a secret shopper (Mystery Shopper) on Indian Ready-to-Cook manufacturing industry to observe and measure customer service, product quality and the general environment of their establishments.

6. Survey Research Team's Member, dealing with each marketing research requirement including the marketing segmentations, concept testing's and product treatment and aware.
7. Conducted primary research on FMCG and die casting industry.

Netzealous LLC (Division of Nichepro Technologies)
Research Associate

Bangalore, India
January 2012 – March 2015

Key Responsibilities:

1. Gather data of competitors and analyze their cost generation scaling strategy, sales, and methods of marketing and distribution.
2. Leveraging primary and secondary research to drive deeper customer understanding.
3. Strong knowledge of using the information resources such as search engines websites, surveys, industry associations, academic journals, publications etc.
4. Designing or assisting in the development of questionnaires and moderator guides to ensure the necessary data captured.
5. Strong Secondary research skills and expertise in using external research sources, Hoovers, Factiva, Gale, Guide-star Premium, Worldcat, Forrester, Gartner, Lexis-Nexis, BCC Research, Scibx, OSIRIS, Mintel etc.
6. Collect and analyze data on customer demographics, preferences, and needs, to identify potential markets and factors affecting product demand.
7. Oversaw offsite search engine optimization including Content marketing, Press release contribution, Blogs comments.
8. Paid campaign on Google AdWord and Facebook.

Skills:

MS Excel, Word, PowerPoint, Salesforce (CRM), Google AdWord.

SUMMARY OF QUALIFICATION

Education	University	Year of Passing
PG - Diploma in Marketing	ST. Joseph College Of Commerce	2015
Bachelors of Arts	University of North Bengal	2007

EXTRA CURRICULAR INTEREST

- Participated and awarded for cultural program competition at Balurghat College campus, University of North Bengal, West Bengal, 2007
- Participated in varieties of Dramatic production in West Bengal and had been a strongly motivated participant at **Balurghat Natya Mandir**.

- Volunteered in “**Jivan-Life Science Festival**” held at Balurghat College, University of North Bengal, West Bengal, 2005

PERSONAL DETAILS

Father's Name	Mr. Godadhar Chandra Pramanik
Date of Birth	1 st October, 1986
Gender	Male
Language	English, Hindi, Bengali
Marital Status	Single
Hobbies & Interests	Reading Books and Fitness.
Present address	No 19, 2 nd Cross, Anajanaya Nagar, BSK 3 rd Stage, Bangalore - 560085
Permanent Address	Girls' College Para, North Chalk Bhabani, Balurghat, Dist- South Dinajpur, State- West Bengal-733101

DECLARATION

I do hereby declare that the above – mentioned facts are true to the best of my knowledge and belief.

Thanking you,

Date:

Yours faithfully

Place: Bangalore

[Uttam Kumar Pramanik]