ROHAN KUMAR

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Date of Birth: 27th January, 1999

Profile: Experienced Research Analyst with expertise in primary and secondary research, qualitative and quantitative methods, and market analysis across various industries. Skilled in developing customized research methodologies, evaluating emerging technologies, conducting targeted respondent recruitment, and delivering high-quality data sets through extensive quantitative analysis and in-depth interviews with key stakeholders. Dedicated and results-driven with a proven track record of delivering effective research solutions.

Work Experience:

Currently, I am associated with **"Apelo Consulting Pvt. Ltd."** as a **Market Research Analyst.** (16/08/2022 – Current)

My Roles and Responsibilities –

- Effectively managed client calls, addressed inquiries and concerns while ensuring client satisfaction and retention.

- Performed professional primary & secondary research in order to identify, market landscape, customer needs, Market trends, and competition in Healthcare and Pharma domains.

- Completed strategic market planning, utilizing quantitative and qualitative research methods for data collection.

- Experienced market research leader proficient in leading and supervising internal teams to drive optimal performance and productivity. Adept at providing guidance and support to ensure team success.

- Additionally, I am a dedicated and results-driven professional with a proven track record of delivering effective research solutions.

Education:

M.Sc. Biotechnology	MIT- World Peace University, Pune	2020- 2022	CGPA - 9.64
B.Sc. (Hons) Biotechnology	Shoolini University, Solan	2017-2020	CGPA - 7.40
BSEB (+2)	Gulab Memorial Inter College, Bettiah	2015	70.80%

Skills:

- Strong Quantitative, Qualitative research and data analytics skills
- Market research
- Market estimation
- Proficient in Primary & Secondary research
- Excellent time management and attention to details
- Proficiency in Microsoft office (Word, Excel, PowerPoint)
- Problem Solving & Critical thinking
- Biotechnology

Projects:

- Led a research study on the **"Snfl (Serum Neurofilament Light Chain) testing market"** at **"Apelo Consulting"**.
- A research study to understand the **"landscape & trends of In-vitro Diagnostics testing"** in APAC at **"Apelo Consulting"**.
- A research study to understand the **"Medical device volumes and usage patterns"** in APAC at **"Apelo Consulting"**.
- I have Worked on **"Protein Expression in Mammalian System**, at **"Sun Pharmaceutical Industries"**
- Conducted research on **"To Analyze Possibilities Behind Utilization of Flavone Biosynthetic pathway and Consecutive Genes Participating, for Decreasing the Effects Hyperphenylalaninemia "Predominant Symptom of PKU Metabolic Disorder,** at "**Shoolini University, solan".**

Internship:

- Industrial training in R&D department at "**Sun Pharmaceutical Industries"**. (01/12/2021 – 31/05/2022).
- Research and Development Intern at "**Defence Research Laboratory, DRDO"** on **"Coptis teeta wall: A Potential endemic medicinal plant of Eastern Himalayas"**. (01/08/2021- 31/10/2021).

Publication:

- Published multiple blogs on Medium, including **"Automating Excel Tasks with VBA: Splitting Each Worksheet," "How we made this DNA Nucleotide Count Web App," "How Bio-python is used for computational Biology."**

Achievements:

- Recognized as the "**Best performer of the quarter award for Q1 2023**" at Apelo Consulting.
- Developed a website to "**Streamline the recruitment process"** for research study.
- **Co-curricular activity appreciation award** at MIT-WPU, Pune.
- Won "**Nav-Udyami Business idea pitching competition**" organized by MIT-WPU, Pune.
- **Best presentation deck** at MIT-WPU, Pune.