**Dilip Kumar MC**

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Mobile: +91-9964818731

**PROFESSIONAL SYNOPSIS:**

* **Market Research Analyst** with 5**+ years** of experience in market research and lead generation.
* Taking IT & Healthcare Industry as a major task and analyze to do market prediction.
* Research & analysis of target companies in the space of IT, Banking, Retail & Healthcare Industry
* Tracking and knowing of technology evolution in Healthcare, Finance Retail and IT sectors
* Assisting prospective work task to research team.
* Knowledge on Analysis of market Strategy and core market verticals.

**CORE SKILLS & TOOLS EXPOSED:**

**• Experience with Groupmail • Email Campaigns**

**• Premium version social networks**

**• Zoho CRM • inside View**

**• Zoom info Tools • Lead squared**

**• Vonage • Interspire**

**• MS-CRM,**

**TECHNICAL EXPERTISE:**

**Operating System:** WINDOWS XP,Windows 7, Windows 8.

**Others:** MS Office (Excel, Word, MS Outlook, MS PowerPoint)

**JOB DESCRIPTION:**

* Keep a close track on to identify and monitor competitors and research market conditions or changes in the industry that may affect sales.
* Assisting presales team through research.
* Mainly focusing into Banking and healthcare product development comapnies.
* Researching the procured data to obtain contact details such as designations, multiple contact names, emails, phone numbers etc.
* Proficient in LinkedIn, Hoovers D&B, OneSource, Zoominfo, Factiva, GoogleFinance, Yahoo, kellysearch, Kompass etc.
* Email Marketing- Create, send and monitor email campaign results using Mailer software.
* Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
* Prepare bi-weekly & monthly report for Monthly business review
* Forecast and track marketing and sales trends, analyzing functional resource data.
* Work closely with management to prioritize business and information needs on research verticals.
* Gather data on competitor’s campaigns and analyze their prices, sales, and method of marketing.
* Involving in collecting Country & Industries Data by using some premium professional sites with the help of Google.

**ORGANISATIONAL EXPERIENCE**

1. **Working as a Market Research Consultant at UNICOM Training and Seminars Pvt Ltd., Bangalore from March-2013 to continuing.**
2. **Worked as a Business Development Consultant (Research Consultant) at iCMG Pvt Ltd, Bangalore from July-2011 to March-2013.**

**KEY ACHIEVEMENTS:**

* Twice I recognized as Performer of the Quarter present company.
* Received Cash reward for giving suggestion of how to generate Warm leads by Research.

**EDUCATION:**

B.Com Graduate from Kuvempu University-2009

**PERSONAL PROFILE:**

Name : Dilip Kumar MC

Father’s Name : Chandrashekar

Date of Birth : 18th Jun 1988

Marital Status : Single

Language’s known : English, Hindi, Kannada, & Telugu

Pan Card : ARPPD4877N

Declaration: I hereby declare that the above provided information is true to my knowledge.

Place: Bangalore **(Dilip Kumar MC)**

Date: