

**Marketing Research Team Lead With
2 + Year Of Experience**

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SUMMARY

- Experienced Marketing Executive and Market Research Team Lead with a strong background in developing award-winning strategies for a “**Europe, Middle-East, Africa, Latin America, APAC**” client.
- 2+ years of industry experience as market research executive and team lead.

CAREER OBJECTIVE

To start a management career by joining a well settled and highly professional organization that provides good career advancement through large efforts and innovative work techniques.

EXPERIENCE

Company Name - Silicon India Pvt Ltd.

Feb-2020 – April -2021

Marketing Research Executive

May- 2021 – Till Date

Marketing Research Team Lead (Team Size – 10+)

- Market Research through Apollo tools, LinkedIn, ZoomInfo etc.
- E-mail Marketing, SEO, WEB searching, MS Excel, LinkedIn, Primary Search, Secondary search, etc and overseeing marketing campaigns that maximise profit.
- Searching Email's through Lead Leaper, kendo, contact out, Apollo Email extension etc.
- Developed brand awareness and marketing strategies.
- Prepared market analysis report for each project.
- Developed and implemented product placement strategies.
- Consulted with marketing staff on strategic planning effort.

PROJECTS

- **Project Name: Pharma marketing**

Role: Market Research executive

Project Duration: 3 Month

Pharma marketing refers to the digital and offline strategies used to attract new patients and increase awareness around a specific drug or treatment plan. Pharma marketing can either be geared towards physicians (the lion's share of the market) or towards selling directly to consumers.

- **Project Name: Retail technology**

Role: Market Research executive

Project Duration: 5 Month

retailers can reduce friction and make their customers' lives easier. The most advanced companies are devising ways to use technologies like connected devices and Internet of Things (IoT) to power automated.

- **Project Name: Business intelligence and data analysis**

Role: Market Research executive

Project Duration: 8 Month

A focus of business intelligence is to take data and use it for better decision making. ... Data analytics engages in data mining, essentially analysing a set of information to pick out patterns and predict future trends that can inform organizations as to what they should do.

- **Project Name: Recruitment process outsourcing**

Role: Market Research Team Lead

Project Duration: 4 Month

Recruitment Process Outsourcing (RPO) is when a company transfers all or part of its permanent recruitment to an external provider. An RPO provider can act as an extension of a company's HR or Resourcing function, sitting on site with the client providing a holistic hiring solution. An RPO provider can deliver the necessary staff, technology, and methodology needed to fulfil a client's recruitment requirements.

- **Project Name: Clean-Room Technology**

Role: Market Research Team Lead

Project Duration: 4 Month

Cleanroom technology thus includes all technical and operational measures avoiding the potential risk of contamination for products.

EDUCATION

Degree/Course -Higher Education

Institute/College - Government girls High school Board of higher education

Percentage -73.33 %

Year of Passing -2012

Degree/Course - Secondary Higher Education

Institute/College -Government women's college Board of intermediate

Percentage 55 %

Year of Passing -2014

Degree/Course – B.Tech

Institute/College -Synergy Institute Of Engineering And Technology,(B.P.U.T)

CGPA -7.53

Year of Passing -2019

ACHIEVEMENTS

- Rotaract director Active cultural forum member as General Secretary.
- Best Team Lead Award.

AREAS OF INTERESTS

Cooking, Traveling, Singing

PERSONAL DETAILS

Address 6, 3rd Cross Rd

Bengaluru, Karnataka, 560017

Date of Birth Oct,01,1997

Gender Female

Nationality Indian

Marital Status Single

Languages Known English, Odia, Hindi

DECLARATION

I hereby declare that information given above is correct and true.

Anima Mishra