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Career Objectives:

*Seeking a position in a client focused organization where I should be given opportunities to develop and polish my skills in a competitive and growth oriented environment, through contributing in overall organizational goals.*



**EDUCATION**

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| --- | --- | --- | --- |
| **Qualification** | **Institute/University** | **Year of passing** | **CGPA/% of marks** |
| MBA (Marketing) | Institute of management technology, Dubai | 2014 | 3.51/4 |
| BTECH (Chemical) | Nirma institute of technology, Ahmedabad, India | 2010 | 8.36/10 |
| XII | MHS, Jaipur, India | 2005 | 83.54% |
| X | SPS, Renwal, India | 2003 | 87.67% |



**PROFESSIONAL EXPERIENCE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Taylor Nelson Sofres** | **Research Executive** | **July, 2013 - present** | |  |
|  | **Larsen & Toubro Ltd.** | **Project Executive** | **July, 2010 - July, 2012** | | |
|  |  |  |  |  |  |

* **TAYLOR NELSON SOFRES: Research Executive, Quantitative Research (July 7th 2013 - Present)**

**Key Skills: Client relationship management, Customer & market insights, Business development & lead generation, vendor management, project management and Analytics & consulting**

**Key Responsibility Areas:**

* **Client relationship management** : Direct interaction with client on day to day research queries
* **Preparation of research proposals**: Making Technical and commercial part of the proposal taking care of the business issues of client.
* **Research Design**: Aligning client’s business issue with research objectives and designing the questionnaire based on that.
* **Vendor & project management**: Daily interaction with field team and collecting the proper updates from them. Monitor the field work and update the same to client.
* **Analytics & Consulting** : Analyzing the data with all possible cross tabs and to generate the growth insights & action path for client

**Professional expertise:** 1. Employee and customer reputation. 2. Product and concept testing 3. Brand healthaudit/tracking 4. Mystery shopping/Audit and Usage & Attitudes based market segmentation.

**Industrial Expertise:** 1. Banking 2. Foods & Beverage 3. Government sector 4. Technology 5. Education, Construction & Infrastructure 6. Consulting & Advising

**Professional studies conducted:**

**Banking & financial institution: 1.** NPS (Net promoter tool) 2. Brand tracking are the most common used tools forthe banking studies.

**Food & Beverages:** 1. Product test -Significant testing, path modeling & penalty analysis. 2.Brand health audit/tracking for measuring the performance of the brand 3. Usage & Attitudes based market segmentation

**Government & Technology**: Stack holder reputation survey and internet usage/online shopping behavior

**Education, Construction & Infrastructure**: Education/Construction quality and Stake holder satisfaction

**Consulting firms**: Research insights for government’s future strategic program for national education, saving,health care and real estate etc.

**CLIENT PORTFOLIO**

|  |  |
| --- | --- |
| * ADCB * Dubai Islamic Bank * First Gulf Bank * IFFCO * BEST Foods Co. * JLL | * Deloitte * Samsung * Dubai chamber of commerce * YUM |

**AWARDS/ RECOGNITIONS:**

Awarded the TNS spot awards twice for helping to generate new as well as repeat business from current and new clients

**Key Responsibilities In L&T - Area (Operational/project-management): (July, 2010 - July, 2012) First year**

* **Petrochemical (OMPL) strategic business unit (SBU)**: working on a project called “OMPL”

**(ONGC Mangalore petrochemical Ltd)** as project executive**.**

**Second Year**: **Project management consultancy- Toyo India Ltd**.

**OMPL project:** is worth of 20 Billion INR. The products of this plant are Xylene, benzene and by product is H2 gas.

**(Equipment buyer/Vendor coordination and Planning engineer)**

* Review of all technical aspects & designing specification of equipment’s to be purchased.
* Approval of **Purchase order** of all rotary Equipment’s.
* Expedited the manufacturing work for equipment’s with **Vendors**.
* Assisting in making Master plan for all Activities prior the start of project OMPL.



**PROFESSIONAL COURSES/INTERNSHIPS**

* **KANOO GROUP OF COMPANIES**: (**One of the Local biggest family owned diversified conglomerate group**): **Management Trainee Internship (May 4th to July 4th 2013).**

**HAK chemical industries of TRADING** (**May to June 2013**):

**Power and industrial project/machinery department/legal & regulation** (**June 2013 to July 2013**):

**Learning**: Visited various customers site because most of them were manufacturing units and constructioncontractors. Understood **service terms and conditions** with customers and even this department because machinery item is itself a big item needed to be serviced with minimal charges and **warehouse process system** **with proper inventory cost and management to handle it**

* **MTI CONSULTANCY:** Performed **Market Research** for **Retail banking** of almost every bank of Dubai,considering different scenarios like premium and normal customers in month of April and May 2013.
* **UAE EXCHANGE”**: Worked on project on“**Customer Satisfaction survey**” for about a month in November-December 2012.
* **IFFCO** (**Indian fertilizer ltd**):Internship for about Eight weeks from May 2009 to June 2009. Learnt there the allprocess of plant and solved even case study on plant. I learnt Ammonia and Urea formation process.



**ACHIEVEMENTS & AWARDS**

* Secured second rank for paper presentation in college tech fest.
* Got highest grade in IPM (Industrial Project Management) level 0 exams in L&T.
* Secured sixth rank in merit of class VIII board



**EXTRA CURRICULAR ACTIVITIES**

* Represented college Cricket team as a captain in Feb 2007.
* Coordinated cultural events in college.
* Headed various committees in college.
* Represented school cricket team and badminton team as a captain in interschool tournament in 2003.

**ADDITIONAL INFORMATION**

* Nationality: Indian,
* Languages known: English, Hindi
* Computing skills : MS office (version 2003 & 2007), Quanvert, SPSS and Dimensions survey reporter
* Interests: listening to music, playing cricket, Surfing internet

