

**DEVIKA**

[**DEVIKA.373398@2freemail.com**](mailto:DEVIKA.373398@2freemail.com)

**PROFILE**

Research professional offering a history of excellence in Content management, Market Research, Reporting, Strategic advisory and Project Management. Possess effective combination of resourcefulness, vigilance and team building skills that consistently contribute to operational and strategic objectives.

**PERSONAL ATTRIBUTES**

* + - * Competent in **Content Management**, **Project Management**, **Corporate Communication**, **Branding**, Market **Research**, **Reporting** & Analysis and **Presentation** skills with total **3.5** **years** of extensive experience.
      * Ability to consistently maintain composure and remain **productive in extremely high-pressure, time sensitive environments**
      * Strong Interpersonal, Organizational & **communication** skills, with exceptional ability to generate **new ideas**, identify and **resolve** errors and challenges.

**PROFESSIONAL EXPERIENCE**

**March 2017 – Present**



**(Premier Marketing Management Company)**

**Business Bay, Dubai *Senior Research Executive***

*PMM is an independent regional market research consultancy company, based in Dubai and established in 2010 with a vision to provide premium research and fieldwork services*.

**Roles and Responsibilities** –

***Market Research and Proposal Development***

Formulates the overall research plan to consolidate research objectives, targets, frequency, strategies, and resources to establish and align guiding principles for all business units across the company. Manage and review the research plan to reflect business changes to achieve a consistent alignment.

* **Primary and Secondary Research** for the projects: conducting thorough, detailed desk research on a regular basis across multiple studies to gain a thorough understanding of project objectives with the goal of better informing the client and the team.
* **Prioritize** and plan work activities. **Plan** for additional resources. **Integrate** changes smoothly. Set goals and objectives. Work in an organized manner.
* Works independently and collaboratively on deliverables including **performance reporting** and **competitor and market analysis.**
* Applying **qualitative and quantitative techniques** to interpret the data and produce substantiated recommendations to the client.
* Assists in **creating bids for proposals** including getting costs from operations and **estimating research hours**
* Formulating appropriate **research solutions** and managing complex ad hoc research projects to a successful outcome.
* **Independently coordinates**/communicates with **external research vendors** during all phases of research (design, execution, reporting) to ensure project deliverables/deadlines and quality standards are achieved.
* Manages day-to-day responsibilities of quantitative and qualitative market research projects, using traditional and/or web-based methodologies such as telephone interviews, mail surveys, internet/intranet surveys, online and offline focus groups.
* **Communication** with clients directly to clear the questions and data confusions.
* Maintain an updated **documentation** of information flow and projects key findings
* **Design and test questionnaires** for service provider and enterprise surveys.
* Create graphs and charts to present data to our clients in a clear, appealing, standardized way.
* Summarizes key **research findings** for written reports and **presentations** delivered to internal business clients.
* Demonstrate accuracy and thoroughness. Display commitment to excellence. Look for ways to improve and **promote quality**. Apply feedback to **improve performance**. Monitor own work and review colleagues’ work to ensure quality.

***Mystery Shopping***

* **Facilitates trainings** on the projects to the mystery shoppers
* Prepare and document instructions for each project in the system
* Provide **daily reports** on all project to the management
* Provide weekly or monthly reports on the projects to the clients in an interactive manner.
* Engage in direct meetings with the clients to discuss the progress of the project

***Client Management***

* **Consult** with clients to determine and understand needs in order to proactively offer **business intelligence** tailored to their project, goal, or scenario.
* Give **presentations** to the client according to their requirement and thereby gaining the project
* To exceed the expectation of the project by creating more **dynamic and interactive surveys** and questionnaire.
* To **share the results and recommendations** of the surveys instantly as per their requirement
* Provide **weekly or monthly reports** on the progress of the report
* Handles the adhoc requirements from the client

***Reporting***

* Receives assignments and **plans for data collection and analysis** for assigned departmental functions or activities.
* Provide **data visualization** using software like Sassie and Presto. Perform independent analysis of data. Conduct presentations based on the reports.
* **Designs custom reports** and data displays for projects and standard report formats for ongoing functions based on organizational needs for information.
* **Reviews** assigned operating records and/or databases for quality. **Identifies processes** or reporting functions that do not provide the necessary level of completeness, detail or accuracy.
* Retrieves and summarizes data from various information systems for inclusion into research or operating reports.
* Reviews monthly operating statistics and operating data and prepares operating reports.
* Generates reports, presentations, graphics, forms and other documents to demonstrate information flow and project results.
* Presents periodic reports or special projects to organizational management.

***Quality Assurance***

* Personally conducting comprehensive, manual and automated functional and **usability testing** on all applications, data, files, reports, databases, etc. in order to ensure consistent and optimal quality before and after applications are released
* Provide **clear documentation** on the steps of the testing and results gathered
* **Testing the surveys** and questionnaire on **various devices** like PC, tablet, mobiles etc..
* Ensure effective execution of the test plans in order to meet quality objectives and stakeholders’ expectations

**June 2013 to Dec 2016**

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**(Deloitte Touche Tohmatsu Limited)**

**Bengaluru, India *Senior Research Analyst***

*A "Big Four" accounting firms and the largest professional services network in the world by revenue and number of professionals, UK-incorporated multinational firm with operational headquarters in New York City.*

**Key Roles and Responsibilities** –

* Initiate and maintain regular contact with Knowledge Managers and project contacts in order to collect and to post content in Deloitte knowledge portal(s)
* Managed and sourced content related to Deloitte’s engagement across several functions
* Facilitated trainings for Deloitte professionals on SharePoint Intermediate and self-development skills
* Web Analytics – Analyze monthly Metrics report of Deloitte Net web sites to understand the site performance, content quality, user demographic and decide on a work plan to update content if needed. Create decks and present in front of leadership to analyze how our sites could be improved
* Lead of various initiatives of enhancing content promotion through site taxonomy and structuring of content inventory
* Create year-end reports for clients to showcase achievements and analyze the future work plan for the coming year. Prepare decks for leadership, to be presented in front of external clients to acquire business
* Ensure periodic discussion with Knowledge Managers to pitch in for additional KM services.
* End to end Project management
* Active participation in KM wide initiative of Process Excellence
* Own the responsibility for all the deliverables of the team, including turnaround times, quality and operations
* Quality lead of the team and part of KS Quality core team and led biggest News Transformation Project from quality stand point
* Promote and share content for business needs for all four functions (Audit, Advisory, Consulting, Tax) in Deloitte
* Lead a team of SharePoint analysts in designing, developing and maintaining SharePoint Intranet sites and pages
* Organize Knowledge sharing sessions among various teams in KM, discussing about projects, market trends, and competitor performance analysis

***Key Achievements***

* Recognized by leadership for outstanding contribution on developing new site for Deloitte CEO Announcement
* Recognized by leadership for on boarding of content manager for SharePoint platform as site owners and content managers
* Rewarded for exceptional client service for Market Development and Strategies site.
* Rewarded for developing a site for Audit PPDs which is a one-stop shop for all Audit news and strategic initiatives

**EDUCATIONAL QUALIFICATION**

* Course: Post Graduate in **Master of Business Administration**, CGPA: 7.79

Specialization: Finance (Major) & Marketing (Minor)

* Course: Graduate in **Bachelor of Commerce**, 86%

Specialization: Finance

**ACADEMIC PROJECTS**

* Financial Analysis of Bombay Dyeing Manufacturing Ltd in terms of stability, solvency, liquidity and profitability to understand and interpret whether the business is good to be invested in or not
* Internship & Project study on Employee Satisfaction of Hi-Lite Builders
* Project study on Lending to corporates at Dhanlaxmi Bank, Cochin

**COMPUTER SKILLS**

* Working experience in **HTML, CSS, SharePoint 2007, 2010 & 2013, Dreamweaver, JQuery, Photoshop,** InfoPath, Nintex and **Microsoft office**.

**PERSONAL PROFILE**

**Date of Birth** **:** 08 November 1990

**Marital Status** **:** Married

**Nationality** **:** Indian

**Visa Status** **:** Residence (Husband sponsor)

**Languages known :** English, Hindi, Malayalam

**References :** Shall be provided upon request