



NEHA

Market Research

UGC NET (Management) Qualified

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February 6, 1994



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Experience



Academic Research Associate
DigiVersal Consultants
March 2019- September 2019
Noida, India



Assistant Teacher
St. Mary's Sr. Sec. School
Sep 2016- July 2017
Najibabad, India



Freelancer
50+ Projects and Business Reports
Sep 2019- Present

Trade Marketing Executive (Internship)



Hindustan Coca Cola Beverages Pvt. Ltd.

July 2018- August 2018

- Deliver realistic and recurring outcomes with ability to observe the needs of the customers, market and teams through a prophetic insight.
- Determine the current stance of the product, customer's perspective about the product and ascertain its future direction, to provide the big-picture vision.
- Counsel the team members with profound foresight and confidence.
- Establish performance metrics about the performance of various products.

Education



Jamia Millia Islamia, New Delhi
Masters of Business Administration (Marketing and HR)
2017-2019



Freelancer
2019- Present



Meerut Institute of Engineering and Technology
Bachelor of Technology (Electronics and Communication)
2010-2014

Business reports and Presentations

- Excel and Excel Pivot
- Power Point Presentation
- Microsoft BI
- Google Analytics
- SEO
- SQL
- ETL
- SPSS



Skills

Problem Solver

Microsoft Office

Customer Relation Management

Strategic Business Planning

Structured/Critical Thinking

Microsoft Power BI

Team Leadership

Team Management

Professional Branding

Data Dashboards

Customer Segmentation

Professional Summary

Analytical Dashboard Creation

Data Visualization

Data Analytics

Social Media Advertisement

Regression and Correlation

Statistical Tools

Data Driven Presentation

Data Quality Analysis

Data Driven Presentation

Roles and Responsibilities

- Develop business portfolio by implementing market research and business intelligence using strategic tools.
- Interact with clients, gather information for projects and understand the requirements of the customers.
- Perform attention to detail internal and external analysis using marketing analysis models.
- Create projects and presentations for clients.
- In charge of formulation planning and strategies for AALEN the annual fest at Center for Management Studies, Jamia Millia Islamia, New Delhi.
- Core team member of Sparks Business Club.
- Drafted executive analysis reports highlighting business issues, potential risks, and profit opportunities.
- Recommended innovative alternatives to generate revenue and reduce unnecessary costs.
- Reviewed wide range of business documents for proposal consideration.
- Define launch strategies for new products in company's development

Certifications

- Google Digital Unlocked
- Google Analytics Individual Qualification : Google
- UGC NET (Management, 2020)
- KPMG Virtual Experience Program Participant (2021)- (72 Hours)
 - Task completed include:
 - Data Quality Assessment
 - Data Insight
 - Data Insight and Presentation

I hereby declare that the above furnished details are true to the best of my knowledge.

Name: Neha