**Rukhsar Shadmani**

**SENIOR MARKET RESEARCH SPECIALIST**

A Research Operations Coordinator & Extensively Experienced Quality Assurance providing Business Excellence by giving Insights to Clients with a demonstrated history of working in the Operations, Administration & Market Research Industry since 2016. Experienced in working as part of a global, cross-functional team and working with all levels.

# **WORK SUMMARY**

* 4 years Experienced in Market Research & Branding, working as a lead with high accuracy, empathy, speed by maintain high quality standards, as team lead with operations performance accountability
* Experience with both front-office and back-office customer support environments.
* To Coordinate with internal/external functional teams to ensure excellent Quality of deliverables by Estimate, prioritize, plan and coordinate testing activities & keeping track of Account (Ad-hoc/trackers/Value added) & team Performance & manage operations for Quality & Risk Assurance.
* Strong Project management, Analytical, Communication, Stakeholder management, negotiating and influencing skills with a strong track record of achieving engagement from senior and cross-functional stakeholders.
* Experience managing large scale projects or programs
* Self-starter, capable of working as part of a global, cross-functional team and working with all levels.
* Develop communication strategies for various brands based on customer persona's.
* Experience working as part of a global, cross-functional team, and long with experience working with all levels.
* Experienced in Kick of Calls at Global level & tech Industry.
* Liaise with internal teams (Onshore/Off-shore) (e.g. Programmers, project managers, Research Development Managers) to identify system requirements.

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| --- | --- |
| Tools | IBM SPSS DATA COLLECTOR, TABLEAU |
| Web Technologies | HTML |
| Data Base | SQL |
| Operating System | **Microsoft Windows** (like Windows 10, Windows 8, Windows  7, **Windows Vista**, and **Windows**  **XP**) |
| Languages | Java, C |

# **EXPERIENCE**

**Kantar Operations,** Hyderabad — *Senior Market Research Analyst* QA Lead| Business Excellence| Business Communications| One Team

JUNE 2016 - PRESENT

# Job Description:

* Experienced in data analysis and visualization tools (Tableau, Excel, SQL)
* Responsible for end to end QA and reporting process. By monitoring all key stages of project life cycle (survey launch, production reports, Data processing and Data design) to identify and resolve system malfunctions to meet quality standards (Data basing, Data table Checking, Program Checking and proofing, Product Presentation & Scorecards QA).
* Reviewing Client requirements and track quality assurance metrics.
* Worked for providing Value Added services and strategic requirements of Leadership, as needed.



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**SKILLS & EXPERIENCE**

Microsoft Office Tools: Excellent in MS-EXCEL (V-lookup/ h-lookup/Index/ Indirect/Pivot Table/Macros etc.) & POWER POINT Skills, MS-Access, Word & MS Project

Certified Six Sigma Green Belt

Client Relationship Management

Data Analysis

Dashboard

Brand Management

Ability to identify business issues

Team-work Foundation

Project Management

Strategic Planning & Decision-Making Strategies

Working with Global Teams & Multi-National Clients

Brands and Advertise Analysis

Social Media Marketing

## INTERPERSONAL SKILLS

Positive Attitude & Decision Making

Punctual & Loyal towards duty

Excellent Communication Skills Decision making & Critical thinking

Believe in Team-Work Culture

Work & Time Management

* Experience in identifying & managing program/project risks, issues.
* Conducting market research to identify selling possibilities and evaluate customer needs.
* Actively seeking out new sales opportunities through cold calling, networking and social media.
* Setting up meetings with potential clients and listening to their wishes and concerns.
* Experienced in Internet brand advertising operations with strong business sensitivity.
* Analyze, evaluate and synthesize market needs and customer requirements to inform product strategy and roadmaps.
* Partnered with cross-functional teams to develop and execute regional programs and initiatives to drive adoption of key products and solutions
* Lead project management and cross-functional collaboration for product planning and launch.

**Amity Online Education,** Virtual Academy Counsellor (JUNE 2020)

# Job Description:

* Working as an education Counsellor to help students by guiding them to the path of their future. In nutshell I help lead student’s- path to success by counselling then for Career growth.
* Advise student/parents for their learning needs through structured Counselling Sessions.
* Fix appointments and conduct home demo sessions on daily basis including follow up sessions.
* Understand Customer profile & problems to explain implication of ineffective learning methods.

# **PROJECTS HANDLED/CLIENTS**

Performed Market Research by performing systematic collection and evaluation of data regarding customers’ preferences for actual and potential products and services. Thus, performed both consumer and business-to-business research and examines all aspects of a business environment and Provides them data which helps them to build better business, focusing on International & regional markets.

Provided them complete report in the form of presentation to Clients.

* **NINTENDO OF AMERICA INC.**
* **GOOGLE**
* **MICROSOFT**
* **HP Gaming Global Brand Guidance**
* **DIAGEO CANADA INC.**
* **Brad Guidance Canada (AB INBEV)**
* **VIACOM MEDIA NETWORK**
* **Nissan Motor Corporation**
* **Volkswagen/ Toyota/ Schneider**
* **American Express & FedEx**
* **Walgreens & AMAZON & Walmart/ Nestle**
* **TJX Companies**
* **The Richards Group**
* **Novartis Pharmaceuticals**
* **Keurig Canada**
* **HEINEKEN(BCG) & HBG**
* **UNILEVER & GOOGLE CHROMEBOOK**
* **THE COCA-COLA COMPANY/ PEPSICON /INTEL & VERIZON**
* Research & analysis on the Regional, Local and International Brands and alcoholic and non-alcoholic brands which are suitable for certain age/ group of customers.
* Analysis on Brand in retain its customers and increasing the share of heart leading to share of mind and share of wallet.
* Provided insights that guided the creation of a business plan, launch a new product, optimize existing products and services & in market Expansion.
* Determined which portion of the population will be most likely to purchase a product or service, based on variables such as age, gender, location, and income level
* Thus, company identifies which consumer needs are important and whether the needs are being met by current products.
* Contributed in information about Consumption pattern of Customers (Most preferred Cola flavor drink, preference of different age group & gender, which cola drink and better flavor/taste, what drink and better packaging & labelling).
* Helped in finding out which brand is available at local vendor’s shop, restaurants, arcades, Bars, Vending machine all over US etc.
* Helped in knowing factors influencing the choice of brand in market & for Customers about every Industry be it, Gaming, Automobiles, FMCG, IT/Non-IT, etc.

## AWARDS

Kantar Learning Legend Batch

Excellent Performance Awards

Excellent Competency Award

Kantar Project Partnership Award

Positive Impact Award

# EDUCATION

**Magadh University,** Bodhgaya (Bihar) — *Bachelor’s in computer applications- Grade 81%*

MAY 2010 - APRIL 2013

**National Institute of Open Schooling -** HSC - Grade 65% APRIL 2008 - MARCH 2010

**Creane Memorial School (C.B.S.E) -** SSC - Grade 83% MARCH 2008

## LANGUAGES KNOWN

English, Hindi, Urdu.