

PRIYANKA SHARMAM: +91-9166648043, 9664145118 e-mail: sharmapriyanka.sgec@gmail.com**MARKET RESEARCH ANALYST/BRAND BUILDING****CAREER SUMMARY**

6 years of experience in the market research domain and brand management.

EDUCATION

DEGREE	Board/University	College/School	Year	Result (CGPA/Marks %)	Division
MBA (Marketing and Finance)	Mody University Laxmangarh Rajasthan	Mody University	2017	7.8	1st
Bachelor Of Technology	Rajasthan Technical University	Shekhawati Engineering College, Jhunjhunu	2013	72.08	1st
Higher Secondary	RBSE, Rajasthan	Indian PublicSenior Secondary School, Churu	2009	65	1st
High School	RBSE, Rajasthan	Indian PublicSenior Secondary School, Churu	2007	64	1st

TECHNICAL EXPERTISE

- **Programming Languages:** Python, R Language, DBML, PL/SQL
- **Tools:** BigML, Tableau, JIRA, MS EXCEL, Statista, Qualtrics Market ResearchPanels, SurveyMonkey
- **Tools for Market Research:** Google Keyword Tool, Quest back, Key Surveys, Google Analytics, SocialMention
- **Operating Systems:** UNIX, Windows
- **Testing framework:** JUnit, Mockito
- **Editor/Version control tools:** Eclipse, SVN, Perforce

WORK EXPERIENCE

1. KRM PVT. LTD. (JUNE 2019- TILL DATE)

Ayukarma, a subunit of KRM Ayurveda Pvt Ltd is a leading manufacturer of Ayurvedic herbal medicines.

ROLE: Brand Manager

RESPONSIBILITIES-

- Monitoring and forecasting marketing and sales trends.
- Assisting in the development of marketing plans.
- Conducting research on specific market conditions.
- Analysing consumer preferences to determine the potential sales of a product or service.
- Analysing prices, methods of marketing, and distribution.
- Measuring the effectiveness of marketing programs and strategies.
- Devising and evaluating methods for data collection.
- Gathering data on consumers, competitors, and market conditions.
- Using statistical software to analyze and interpret data.
- Researching and analyzing consumer behavior, market trends, and competitor activity.
- Establishing budgets, performance specifications, and sales estimates.
- Developing and implementing strategies that resonate with the target market.
- Planning and executing marketing initiatives including campaigns, events, sponsorships, and corporate social responsibility programs.
- Building brand awareness and increasing brand value and profitability.
- Increasing product sales and market share.
- Measuring and reporting on campaign performance and assessing KPIs and ROI.
- Collaborating with different teams such as marketing, creative, PPC, content, etc.
- Overseeing the production of advertisements, promotional materials, and mail campaigns.
- Ensuring that messaging and marketing activities are aligned with brand and company values.

2. DALMIA IT SOLUTIONS (NOVEMBER 2017 – APRIL 2019):

ROLE: Market Research Associate

RESPONSIBILITIES-

- Research and collect data related to current product markets, customer demographics and interests, and factors influencing product demand.
- Analyze results to identify opportunities to maximize current product sales and market penetration.
- Collect data about consumers, competitors, and market conditions and analyze it with statistical software.
- Manage all stages of the investigation process and ensure all milestones are met.
- Conducted company and business research to deliver perceptive projects.
- Interpreted and foreseen current and future consumer trends.

- Performed quantitative or qualitative analyses to help with the identification of consumer problems and, therefore, the development of client-specific solutions.
- Contributed to internal information assortment activities (e.g., coordinating and consolidating Aesthetics data from countries).
- Created Power Bi dashboards supported business needs.
- Analyzed data and reports relating to client patterns and preferences.
- Analyzed information concerning client patterns and preferences.
- Researched potential demand and market characteristics for brand-spanking new merchandise and services and picked up and analyzed data and alternative applied mathematics information.

PERSONAL INFORMATION

Name: Priyanka Sharma

Date of Birth: 30/05/1994

Sex: Female

Marital Status: Married

Languages Known: English, Hindi

Hobbies: Cooking, Singing, and Painting

STRENGTHS

- Highly dedicated.
- Good at taking responsibility.
- Efficiently adapting to various roles as per the requirement.
- Excellent team player, have good mentoring skills.
- Good communication skills.

I hereby declare that the information furnished above is true and genuine to the best of my knowledge.

(Priyanka Sharma)