

MOHD IKRAM

Sr. Marketing Research Associate

ikramsheikh26@gmail.com

+91 94527 77088

Gurgaon, India

Google – GOC

Senior Marketing Research Associate

Sept'22 to till date

- Conducting SWOT Analysis to evaluate and determine next steps in building a more profitable business
- Helped clients develop marketing strategies, increasing brand visibility
- Closely aligned and operated with business development teams , responsible for the growth of new business
- Managed research projects from start to finish, providing consumer & company insights for advertising and branding campaigns
- Stayed current on industry trends and best practices in market research methodologies to continuously improve research process & deliverables
- Owning organization-wide problem statements and gathering primary & secondary research to devise an overall strategy to solve for it
- Cultivate strong relationships with clients by providing exceptional service, delivering results, and anticipating their needs
- Developing strategic plans that align with the client's vision and objectives, encompassing market analysis, competitive positioning, and performance metrics.
- Responsible for analyzing, diagnosing, and solving business problems for our clients

Cvent India Pvt .Ltd

Market Research Associate

09/2021 - 09/2022,

- Generating Contacts Leads through Slintel and Linked-In
- Research & Analysis of target companies in the US, Europe Asia, ANZ, Middle East & APAC Region
- Conduct secondary Research using public sources Google etc
- Ensuring high standards of quality and accuracy in deliverables. Knowledge of end to end Market Research
- Work on different database management tools like Zoominfo, Dun & Bradstreet Rocket Reach LinkedIn, Slintel etc to ensure correct contact and Revenue information.

Skills

*Project Management
Strategy Thinking
Analytical Thinking
Problem Solving
Google Ads
Salesforce CRM
Networking
Critical Thinking
Business Problem Solving
Analysis
PowerBI*

Certifications

*PowerBi (2024)
Google Ads (2024)*

Personal Projects

- *What's My App*
- *Google Ads for Beginners*

Trade India Pvt. Ltd

Sr. Business Development Executive

02/2021 - 09/2021

- Handled domestic clients, reaching out to SME's offering Business Growth Solutions on India's Largest B2B Marketplace
- Influence and interact with clients. Conduct extensive online research, at all times understanding marketing and sales strategies from all major E-Commerce retailers.
- Offering potential SME's a cost-effective Business Growth Solution as a sales consultant bringing business opportunities to their doorstep.
- Generating leads through free research websites & educating clients with the trends of B2B sales, market & the benefits of branding their product with our organization.
- Applied project management principles, resulting in projects being completed.

EDUCATION

MBA

Lloyd Institute of Management & Technology

Greater Noida

(2018 - 2020)

BBA

Maharana Pratap College of Professional Studies

CSJM, Kanpur

(2015 -2018)

Case Study

Dunkin - donuts

Why Dunkin - donuts

Business failed in India

INTERNSHIP

Uolo Technologies

(06/2019 - 12/2019)

Marketing & Sales

Executive Intern

Tools Worked

Zoominfo

Slintel

Salesforce

Sales Navigator

RocketReach

PowerBi

Workday