

Yusuf Rizvi

A focused person with good work ethics, interpersonal skills, learning abilities and an eye for detail. With over 5 years of rich experience in Marketing. I have expertise in Qualitative Market Research and Advertising client servicing.



Job Objective

To join a reputed organisation, to be able to continuously improve & develop my learning while getting the opportunity to work on key brands.

Experience:

Millward Brown Firefly – Senior Research Manager (Qualitative – Client Servicing)

(October 2017 – Present)

Market Research

- Conduct end to end research projects
 - Bring in projects by designing customised proposals
 - Planning and analysing the studies and providing actionable inputs to stake holders through proposals
 - Costing and budgeting for studies- Develop individual job costs, monitoring job costs throughout a project and ensuring profitability
 - Supervising Project Management Teams, recruitments and screeners
 - Design discussion guides
 - Moderation – Focused Group Discussions(FGDs), In-depth Interviews
 - Detailed analysis of findings, generating actionable insights
 - Story telling through detailed Power Point Reports or Ms Word Toplines
 - Presentation to clients
 - Adherence to ISO Compliance

Client servicing

- Communicate with clients to understand and document the research objectives
- Providing customised solutions to achieve client's business challenges
- Complete client coordination – Work closely with clients to build an understanding of the project and provide timely support

Other responsibilities

- Responsible for the achievement of team revenue targets and for the disciplined execution of jobs
- Responsible for launching studies and monitoring the field
- Establishing a Client-Service Excellence culture and responsible for output and service delivery for the clients
- Experienced in– Profiling studies, New Product Launches, Product Testing, Online Idea Blog, Concept/advertising evaluation, Idea Testing, Acceptor-Rejecter Study, Psychographic Study, Exploratory Study
- Experience in Quantitative-Qualitative Studies
- Clients handled – Consumer durables, Automotive(Two Wheeler), FMCG, Healthcare | Working with local as well as international clients (US, UK, Argentina, etc.).

Ipsos Research – Research Executive (Qualitative – Client Servicing)

(April 2016 – April 2017)

Market Research and Analysis

- Develop questionnaires/screeners, discussion guides and design research methodologies
- Conduct detailed data analysis and prepare transcripts analysis plan
- Conduct In depth Interviews, Focus group discussions
- Prepare proposals, first drafts of reports and presentations containing actionable recommendations
- Conduct social media listening and online mobile diary projects

Client servicing

- Carry out background research for designing proposals as per client requirements
- Communicate with clients to understand and document the research objectives

Other responsibilities

- Responsible for the achievement of team revenue targets and for the disciplined execution of jobs
- Supporting the teams in planning and analysing the studies and providing actionable inputs to stake holders

- Responsible for launching studies and monitoring the field
- Establishing a Client-Service Excellence culture and responsible for output and service delivery for the clients
- Experienced in- Ad testing, Idea Testing, Product Testing, Pack Testing, Usage & Attitude Studies, Acceptor-Rejecter Study, Car Clinic | Adherence to ISO Compliance
- Experience in Quantitative-Qualitative Studies
- Clients handled – Automotive(4 wheeler), FMCG, Food Packaging

Ogilvy & Mather- Account Executive (Client Servicing)

(January, 2014 till July 2015)

Worked on Star Channel, Abbott Healthcare, Cancer Patient Aid Association. As an Account Executive, my job role was to research about the client in and out, briefing the creative team regarding the client expectations, operations involving studio management (artworks), conduct ad-test through story boards, supervise TVC making, getting the TVCs translated in different languages, coordinate different departments, meeting deadlines from the client, preparing a weekly presentation on the campaign effectiveness, financial follow up, etc. Post the initial stages of campaign do a market research to understand the efficiency of the campaign through focused group discussions, in-depth interviews, do street intercepts regarding the ad campaign released and gather consumer insights.

Brands

- **Abbott Healthcare Pvt. Ltd.**
 - We did a campaign for Abbott Healthcare, a Pharmaceutical Company, which was big but was not very famous in India, but its products were (eg. Digene, Pediasure, etc). So, to make sure consumers and government bodies also come to know about the Company, we did a corporate campaign **“Life. To the fullest”** to convey the message of the company.
- **Star Sports Pro Kabaddi (Sport)**
 - Reviving a long-forgotten sport was our challenge. Played an important role in all aspects of discussions, implementation and ideation on the brand and its campaign. The campaign **“Jeet te hain wahi jo haar nahi mante”** (Winners are those who do not give up) was an integrated campaign which had everything from TVCs, print/hoarding, instadia, digital to activation.
- **Star Plus Satyamev Jayate (SMJ)- Season 2 & 3**
 - The show talks about various social issues in India and how strong willed people come up with great ideas, instead of giving up. The show was becoming monotonous and a little serious for the viewers. We launched a **“Mumkin Hai”** (It is possible) campaign for Season 3 to communicate the message to people that this show is back and this time it is different. This campaign had a series of 5 TVCs, print & outdoor, ambient and activation ideas. I was involved in its market research, ideation, operations & post episode impact analysis as well as a competition analysis.

Education:

- Masters: **Masters of Business Administration 2015 (Marketing)** - Institute of Chartered Financial Analyst of India, University (ICFAI)
- Graduation: **Bachelor of Business Administration 2012** - Guru Gobind Singh Indraprastha University, Delhi

Achievements & Extra-Curricular Activities:

Client appreciation for achievements of client business goals, through excellence in generating consumer insights.

Actively performed in dramas and Street Plays

Advertising Competitions (Admad):

- Took part in Admad competition in GGSIP University, Maharaja Surajmal College and won 1st prize
- Got II position in Admad in Maharaja Agrasen Institute Of Technology(2011)
- Got II position in Ad-Venture (inter-college competition, 2010)

Dramas:

- Jab we net (comedy cum message drama)
- Dar ne bana di Jodi. (comedy)
- Drama on Teachers' day

Street plays:

- Male Dominance
- Got I position in street play (2009) - Domestic Violence

Others:

- Have anchored several events in college fest (2009)
- Played in college basketball team (2009)

Strengths:

I have a go getter attitude, good presentation skills and an eye for detail. My mind is well focused with high level of confidence and I love doing things in the best possible way.

Proven knowledge of market research. Strong analytical skills. Skills in managing people and staff development. Proven ability to build strong client relationships. Commercial awareness. Strong command over English and Hindi, both written and verbal. Developing skills in making strong effective presentations.

Hobbies & Other Interests:

I have a heart for swimming, shooting, table tennis, basketball, badminton, dramatics & martial arts.

Languages Known: English, Hindi, and Urdu.