

BHASKAR GAUTAM

Gautam Buddha Nagar, Uttar Pradesh

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CAREER OBJECTIVE

Work with a company that offers growth where I can utilize my interpersonal, sales, market research and marketing abilities for business and revenue growth

WORK EXPERIENCE

Working as a Freelance Business Consultant since 6th July'25

Worked with **Markets & Data (An Initiative of Market Xcel)** as **Business Development Consultant** from 22nd April 2024 till 26th June 2025 at Delhi

- Revenue Generation & Managing Inbound and Outbound Sales for Syndicated reports and Custom Research, Handled sales team focused on India
- Client Acquisition from US, Europe, Middle East & India by focusing on building strong sales pipeline
- Drive brand awareness and lead generation via networking on linkedin and through events/exhibitions

Worked with **MARKETSANDMARKETS** as **Client Growth Partner** from 16th February 2023 till 11th April 2024

- Drive Revenue within global accounts
- Generate business opportunities through professional networking and cold-calling
- Own the sales cycle from lead generation to closure
- Develop strategic territory business plan for US, Europe and Middle East
- Maintain account and opportunity forecasting within internal system
- Ensure customer satisfaction and retention & meet quarterly/annual meeting target

Worked with **DENAVE INDIA PRIVATE LIMITED** as **Account Manager** from 6th December 2021 till 15th February 2023 at Noida

- Demand Generation for MarketsandMarkets, Tiger Analytics & Comviva in US, Europe & Middle East

Worked with **THE BUSINESS RESEARCH COMPANY** as **Senior Sales Consultant** from 15th September 2021 till 23rd November 2021 at Hyderabad

Worked as a Market Research Freelancer (Qualitative research & Quantitative research) from 1st Jan 2021 till 10th September 2021

Worked with **DENTSU ADVERTISING & MEDIASERVICES INDIA PRIVATE LIMITED** as **Senior Manager – Strategy Planning** from 17th June 2019 till 31st December 2020 at Gurgaon

- Worked on data-driven, customer-first, integrated marketing strategy to improve business and marketing effectiveness for Auto giant Maruti Suzuki India Limited (Worked on Brands like ALTO, EECO, ERTIGA, VITARABREZZA, Maruti Suzuki Driving School)
- Worked on Brand campaigns and did market analysis, data crunching/analysis, competition analysis, brand communication analysis, brand communication approach and worked on Brand decks.
 - ❖ ALTO - **20 Years Anniversary Brand Campaign** (20 SAAL, DESH KI SHAAN) to reinforce leadership aspect, 40 Lakh sales milestone, 20 Yrs. completion & 16 Yrs. of being no.1 to address dipping brand consideration in LA2 segment
 - ❖ ERTIGA – Campaign to build brand/Image led communication approach to become stronger player in MPV & B-segment to address dipping brand consideration and functional imagery
 - ❖ VITARA BREZZA – **MMC launch campaign** to announce the arrival of the all-new Vitara Brezza with the powerful 1.5L Petrol engine and **Tactical campaign** to counter competition launches & Dipping brand preference/consideration and sales to reinforce Vitara Brezza's leadership credentials and showcase it has best value proposition in B- segment (SUV)

Worked with **MARKET PULSE** as **Research Manager – Client Service** from 9th April 2018 till 15th June 2019 at Noida

Worked on LED Lighting and Building Electricals category clients like Philips, Havells, Crompton, Halonix, Legrand and IndoAsian and worked on syndicated retail research and customized research reports which included:

- ❖ RetailMarket Performance
- ❖ Retail Brand Sales Performance
- ❖ Retail Distribution Performance
- ❖ Pricing Analysis
- ❖ Market Sizing – Volume market size and Value market size
- ❖ Competitive Scenario Mapping

Worked as Freelancer in Market Research (Qualitative / Quantitative) projects from 1st Jan 2018 till 31st March 2018

Worked with **KANTAR MILLWARD BROWN** as **Senior Research Manager (Client Service - Quantitative)** from 16th January 2017 till 19th September 2017 at Gurgaon

Worked on Research Proposals, Research Reports / Presentations along with Team handling & Client interaction

- ❖ Brand Track study for Fast moving Electric Goods company (Havells)
- ❖ Brand Health/Brand Equity studies – (Vistara, Whirlpool)
- ❖ Link Reports (**Advertising Research**) for FMCG (Dabur) and Automobile industry clients (Hero Moto Corp, Ford)

Worked with **MARKETING & DEVELOPMENT RESEARCH ASSOCIATES - MDRA** as **Research Executive (Client Service – Qualitative & Quantitative)** from 15th September 2015 till 3rd January 2017 at Delhi

Worked on Research reports, data analysis, Questionnaire/Discussion Guides preparation for research work, Interaction with Field teams across India and briefing them on the questionnaires/discussion guides, Moderating focus group discussions/In-Depth interviews

- ❖ **Customer Satisfaction study** to understand Perception, Expectation and Experience of Residential, Commercial and Industrial consumers using Electricity/Power for a leading Power company – Tata Power
- ❖ **Retail Brand Audit** to measure Display share of home appliances and home entertainment devices for a leading Consumer durable company – LG
- ❖ **Ethnographic Immersion study** among target group to understand their social interaction & behavior pattern during a typical day and also explore their value map of daily jobs, pain points, gains as well as expectations from a bank along with kind of activities/ transactions at various levels they are associated with the bank

Worked with **AZ Research Partners Private Limited** as **Research Executive (Qualitative & Quantitative)** since 1st July 2014 till 5th September 2015 at Delhi

Worked on qualitative and quantitative Research reports, data analysis, Structured Questionnaire/Discussion Guides, Interaction with Field teams and briefing them on the questionnaires/discussion guides, Moderating focus group discussions/In-Depth interviews

- ❖ Assess feedback on Ad Scripts for Telecom Company
- ❖ Customer Satisfaction Study for Bank
- ❖ Consumer profiling research study and Ad Post testing for Automobile client
- ❖ Brand Track Study (Price management for a Cement company)

Worked with **ICICI Bank Ltd as Assistant Manager – Elite Trade Relationship Group (ETRG)** from 18th Dec 2012 till 25th June 2014 in Faridabad

Responsibilities

- Handled Key Commercial Trade and Current Account Relationships for business growth
- Acquisition of New Trade Finance and Forex clients
- Activate mapped clients to start their trade and forex transactions with the bank

INTERNSHIP PROJECT

Summer Internship Project

Organization : SONATA SOFTWARE LTD.
Location : Bangalore
Tenure : 1st Feb 2011 to 29th Apr 2011
Title : Secondary Market Research for Airline Companies with respect to Mobility Initiatives taken

Objective: Find out Software Solutions/Technologies required for providing mobile services by Airline companies. Software solution providers and the areas in which these solutions are provided.

Details were recorded in company specific templates. Methodology adopted was to read annual reports of Airline Companies and going through Airline blogs.

EXTRA and CO-CURRICULAR ACHIEVEMENTS

- Participated in Intra college Management fest “MANTHAN 2010” in Marketing Vertical
- Organizing Committee Member of Business plan vertical in inter college Management fest “TARKASH 2010”
- Worked on Live Project on “Business plan on Handicraft Market in India”

ACADEMIC PROFILE

Specialization	Institute & University	Year	Marks (%) / CGPA
MBA (Marketing & IT)	ICFAI Business School, Bengaluru (PGPM), ICFAI University Dehradun (MBA Degree)	2012	6.55
B.E. (Electronics & Communication Engineering)	Gwalior Engineering College, Rajiv Gandhi Proudhyogiki Vishwavidyalaya	2009	69%
12th	ST. Xavier’s Sr. Sec. School ,Delhi, C.B.S.E.	2005	54%
10th	ST. Xavier’s Sr. Sec. School, Delhi, C.B.S.E.	2002	61%

PERSONAL DETAILS

Permanent Address H-9, Mehak Eco City, Dujana,
Gautam Buddha Nagar, Uttar Pradesh - 203207

Date of Birth 14th June 1986

Languages Known English & Hindi