**Imam Ali Shaik**

**Hyderabad**

**imam6571@gmail.com**

**9666157434**

Work experience:

**Market Researcher**

 **2023-10 2024-11**

**Freelancer with Chemicals & Materials, Oil & Gas,& Energy**

* Conducted comprehensive market research and analysis for global clients in the chemicals & materials, oil & gas, and energy sectors, providing valuable insights for corporate strategy and business development.
* Compiled and analyzed data on current product markets, customer demographics, and factors influencing product demand, identifying opportunities to maximizesales and market penetration.
* Researched and gathered information on competitors' products, including pricing, sales, and marketing strategies, to inform strategic decision-making.
* Developed and administered questionnaires, polls, surveys, and other data collection resources to gather primary research data.
* Utilized industry frameworks such as Porter's Five Forces, SWOT analysis, and PESTEL analysis to assess market dynamics and identify key trends andopportunities.
* Developed financial forecasting models using advanced Excel, providing accurate and reliable projections for business planning and decision-making.
* Maintained clear and concise documentation of research findings and methodologies, ensuring easy access and knowledge sharing within the team.
* Ensured accuracy and quality in all research deliverables, conducting thorough proofreading and quality checks to eliminate errors and inconsistencies

**Market Research Analyst - Product Management/Inside Sales -**

**2021-05 2023-10**

**Netenrich - A Saas based Firm**

* Generated approximately USD $250K in monthly recurring revenue (MRR) through effective product management and collaboration with Sales & Marketing,Product, Strategy, and Operations teams at Netenrich - A SaaS-based Firm.
* Built and optimized sales funnels, nurturing clients throughout the sales cycle and providing data-driven insights to support deal closures, using Salesforce CRM for Performance Marketing and smooth internal workflow management through Agile methodologies.
* Conducted marketing campaigns and analyzed post-campaign data and intent using Bombora, ensuring targeted and effective marketing strategies.
* Generated leads through organic and inorganic tools such as search engines, tech hubs, Zoominfo, and LinkedIn Sales Navigator, utilizing ICP analysis for audiencetargeting.
* Automated marketing tasks using HubSpot, including lead enrichment and email marketing through Outreach.
* Created PowerPoint presentations for SVPs/VPs, providing sales enablement on revenue metrics and demand fulfillment.
* Developed Salesforce and Tableau dashboards to track and analyze marketing metrics, ensuring data-driven decision-making and performance evaluation.

**Sales Strategy Analyst**

**2020-10 2020-12**

**Visionet Systems - A BFSI Firm**

* Developed and implemented mathematical and logical governance strategies for sales and strategy, leveraging reports on evaluations of past and current dealswithin the US Mortgage Banking Sector.
* Tracked and analyzed 70% of monthly and annual sales governance metrics on a weekly basis, providing valuable insights and recommendations for improvingsales performance.
* Successfully converted six major leads into prospects, resulting in a pipeline worth USD 700K for the annual year.
* Led projects focused on revenue flow structuring and optimized business GTM strategies for different mortgage services, resulting in higher client conversion rates and improved deal closing efficiency.
* Generated weekly metrics on revenue increment, sales enablement, sales history, and marketing spend, providing valuable data for decision-making andperformance evaluation.
* Created PowerPoint and advanced Excel presentations on revenue metrics, client retention, and SOW for recurring revenue flows, ensuring clear and concisecommunication of key information to stakeholders.
* Maintained consistent formatting and style in all reports and presentations, ensuring professionalism and clarity of information.
* Diligently proofread all documents and materials, ensuring accuracy and error-free presentation of data and analysis.

**Operations/Revenue Manager**

**2019-11 2020-02**

**Blackbuck - Supplychain**

**Maharashtra Unit Manager working under the respective Zonal Lead, Fulfillment Lead.**

**Projects/Tasks:**

* Immersive market research (financial sizing using micro & macro economic factors) and trade interviews with potential clients from FMCG(P&G, Britannia, Unilever etc.),
* Metals, Chemicals & Materials, Paints, Oil & Gas, Construction equipment etc. around the West Zone of India. Responsible for converting two potentialopportunities into customers for the fiscal year.
* Dealt with 8 different companies daily on the transport and the billing from Mumbai unit.
* Daily metrics takeover, MIS analysis (Advanced Excel), budget allocation for the vehicle trade & revenue optimisation, profit flow for the monthly and quarterly.

**Product Analyst**

**2018-06 2019-07**

**Optiontown - An Airline Product Firm**

* Accounted for the successful onboarding and management of three major international airlines in Canada, Europe, and South America, overseeing all e-productssuch as extra baggage, lounge access, and priority check-in.
* Implemented strategic initiatives that resulted in a 15% increase in revenue for the fiscal year, achieved through logarithmic and MIS analysis of client operations,cost reduction measures, and comprehensive roadmap analysis.
* Conducted in-depth analysis of occupancy rates, ticket costs, distance mapping, hub and route selection, and seasonal dependencies to optimize ticket sales andmaximize profitability.
* Generated weekly and monthly marketing reports, contributing to the sales development of new product launches and identifying areas for improvement.
* Utilized Agile and Jira technology and A/B testing methodologies to drive continuous improvement of acceptances and GTM gains.
* Also monitored lags and takeoffs from the business standard norms.
* Leveraged SQL and advanced Excel skills for database-related work, ensuring accurate and efficient data analysis and reporting.
* used BRD and FRD for user stories and worked with the development teams,operations and BD.Diligently proofread all materials to eliminate errors and inaccuracies, ensuring the highest quality of work.

**Market Research Analyst**

**2016-08 2018-04**

**Mordor Intelligence - A Market Research Firm (Chemicals & Materials, Oil & Gas, Energy)**

* Conducted comprehensive market research and analysis for global clients in the chemicals & materials, oil & gas, and energy sectors, providing valuable insightsfor corporate strategy and business development.
* Compiled and analyzed data on current product markets, customer demographics, and factors influencing product demand, identifying opportunities to maximizesales and market penetration.
* Researched and gathered information on competitors' products, including pricing, sales, and marketing strategies, to inform strategic decision-making.
* Developed and administered questionnaires, polls, surveys, and other data collection resources to gather primary research data.
* Utilized industry frameworks such as Porter's Five Forces, SWOT analysis, and PESTEL analysis to assess market dynamics and identify key trends andopportunities.
* Developed financial forecasting models using advanced Excel, providing accurate and reliable projections for business planning and decision-making.
* Maintained clear and concise documentation of research findings and methodologies, ensuring easy access and knowledge sharing within the team.
* Ensured accuracy and quality in all research deliverables, conducting thorough proofreading and quality checks to eliminate errors and inconsistencies.

**Education**

**B.E (Hons) Chemical Engineering**

**Birla Institute of Technology and Science, Pilani.**

Process Design Intern

2016-01 2016-06

SRF .

* Process design/simulation and optimisation in successfully designing and commissioning of 3500crores worth of refrigerants, pharmaceutical, oil & gas products
* Done technology development, process design, simulation, commissioning, working with multidisciplinary teams for projects from the technology development

Essar Oil Ltd. ( Nayara Group) -

2014-01 2014-06

Junior chemical process engineer intern

* Designed and simulated various unit operations in DHDT unit during commissioning ( different types of new heat exchangers, conventional & catalytic reactors,pumps, distillation columns etc.). Worked out on mathematical efficiency development models and put them into practice which led to 5% increase in the uptakeand 6% reduction into the wastage.
* Done critical functional analysis on chemical process calculations for better productivity and cost cutting.
* Done HAZOP analysis and chemical technology selection studies for better yield and throughput.