Sharanya Ramesh

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Research and insights professional with 6+ years of experience in mixed-methodology market, customer and UX research and managing teams across client and vendor side.

# skills

**Management skills:** Market Research, Customer Research, UX Research, Usability Research, Project Management, Marketing Communications, Reputation Management, Pricing Research

**Analytical, survey and data analysis skills/tools:** SPSS, MarketSight, Advanced Excel, Tableau, Qualtrics, Microsoft Office, SQL, SPSS Modeler, Sawtooth Software, MarketSight, QuestionPro, eMarketer, Euromonitor International, Mintel, Statista, UserTesting, User Zoom, Survey Monkey and Optimal Workshop

**Statistical analytic techniques:** Cluster Analysis, Regression, Factor Analysis, Correlations, Analysis of variance (ANOVA), Conjoint Analysis, Time series Analysis, Perceptual Mapping, MAXDIFF, TURF Analysis

**Qualitative Techniques used:** Usability testing, Immersive interactions (1-1 Lab studies), Ethnographic research techniques (Fly-on-the-wall, Card sorting), Persona, Customer and experience maps, Qualitative Benchmarking

# Experience

Facebook *Seattle, WA*

**Product Marketing Researcher January 2022 – Present**

**Consumer Researcher June 2020 – December 2022**

* Independently engage with cross functional partners to develop the research roadmap, design, manage and activate several concurrent projects (mix-methodology and internal data analysis) & third-party research vendor management
* Design and conduct consumer research and communicate impactful and actionable insights to stakeholders leading to product development and go-to-market strategies for monetized and organic products focused on increasing advertiser value
* Build long-standing stakeholder relationships to establish research-based product development and growth strategies for new products, products in the alpha/beta stage and mature products

Cisco  *San Jose, CA*

**Global Market and Customer Insights Manager**  **May 2019 – June 2020**

* **Develop strategic market and customer insights** using mixed-methodology research and analysis of data from various internal and external sourcesfor marketing, sales and product teams across global and regional teams
	+ Develop a closed loop process for addressing actionable findings.
	+ Managed & collaborated with team of 3 researchers for secondary research.
	+ Project managed insight/recommendations for omni-channel journey/campaign strategy & launches pertaining to cloud, DNA center, security, enterprise networking, IoT and collaboration products.
	+ Provided insights based on personas: CIO, service providers, small business, mid-size and enterprise.
	+ Insights for launch of Cisco into the SaaS landscape (Market, competition and UX research for enabling better customer experience).
* **Insights activation** **lead** (Building out actionable insights for implementation) pertaining to customer opportunity valuation​, characterization​ and customer behavior predictions**​** to senior leadership (Product marketing, product, sales and marketing teams).
	+ Led insights activation by developing insights from marketing & media mix models and multi-touch attribution solutions to inform marketing spend allocations and partners for campaigns across regions. (**+9% increase** in total lead value influenced by paid marketing channels).
	+ Insights activation for sales resource allocation and budget optimization based on customer’s wallet size and spending capacity.
	+ Projects focused on increasing lead generation for marketing and sales through insights for modelling to improve chat, calling and email outreach.
	+ Roadmap, visualization (dashboarding design based on stakeholder requirements) to increase insights adoption and product development research for data models across the team focused on customer behavior and characterization.
* Experience **developing research roadmap** (stakeholder mapping, research process etc.), **scorecards** and **KPI**.
* Manage **third-party vendor relationships and seek out for vendors** for new initiatives.
* Collaborate on the **Brand tracking** **program** with research vendors and formulate recommendations for measuring the effectiveness of marketing, advertising, and communications programs and strategies worldwide and socializing research findings/insights to all levels of the organization.

Instapage  ***San Francisco, CA***

**Market Research Analyst March 2018 – May 2019**

**Project Management (Research projects handled in a nutshell):** Persona Development, TAM Analysis, Feature Prioritization Research, Packaging & Pricing research, Card Sorting, Satisfaction studies, Concept testing, UX Research – Website Re-Design & Content Research, Customer Segmentation Research, Landscape Research, Go-to-market Strategy Research, Name Testing Research, Usability Testing

* "Team of One" Consumer Insights and Research Team running qualitative and quantitative studies.
* Project management of end-to-end mixed methodology market, UX and customer research independently from problem identification/understanding to conveying research insights to varied C-suite stakeholders

(Product, Marketing and C-suite: CEO, VP Marketing, VP Brand).

* Involved in understanding the needs of key audiences and help inform marketing programs and communications to articulate the value of Instapage offerings to consumers (Persona development & Go-to market strategy for new business development – Finance, Retail, High-tech etc.).

BNP Media  ***Troy, MI***

**Market Research Analyst February 2018**

**Market Research Intern May 2017 – December 2017**

**Industries**: Architecture, Engineering, and Construction, Manufacturing, Mechanical Systems, Gaming, Security &

Critical Facilities, Food, Beverage, and Packing and Industrial heating & thermal

* Developed and executed independently mix-method research and used the primary, internal and external data from across teams to understand trends, business opportunities, identify gaps to drive decision ensuring business bottom-line growth.
* Designed and conducted attendee, speaker and exhibitor **satisfaction studies** of events and **concept testing** and **pricing research** of potential events across varied industries with an objective of identifying the gaps and suggest required improvement for enhancing the effectiveness of their future events scheduled in 2018.
* Independently managed **customer segmentation/profiling studies** for 10 projects which resulted in increasing the annual advertising revenue by 15% for specific industry segments.
* Developed **industry, market and professional trend reports** for forecasting future trends.
* Designed and implemented **Post-Ad testing** to determine the brand and ad effectiveness of the advertisements for B2B publication.

Burson-Marsteller ***Bangalore, India***

**Senior Associate (*Corporate and Finance team), Strategy & Research* April 2015 – June 2016**

* Direct responsibility for project management/client servicing of diversified business conglomerate, Accenture, Flipkart, the “Amazon of India”, Fin-Tech start-up, Capital Float and other start-up contracts.
* Strategized and executed market research to identify and design external public relations program with the objective of creating a high impact, high ROI communication to stakeholders through media and external communication channels leading to a **25% increase in brand recall for Accenture and 73% for Capital Float with simultaneous reduction in spending.**
* Designed and managed **corporate reputation gauging studies** to determine awareness/recall levels through **Depth Interviews and secondary market research**.

# Education

Michigan State University - MS, Marketing Research  2017

Symbiosis International University - MBA, Marketing & Communication Management   2015

Amrita Vishwa Vidyapeetham - B. Tech, Electronics and Instrumentation  2012