

RESUME

ABILJITH URITHODI



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Address

Flat 4, Building 85
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Kingdom of Bahrain

Contact No.

00973 33 33 91 56

Languages known.

English, Malayalam, Hindi, Tamil

Personal Details

Date of Birth	30 th May 1986
Sex	Male
Religion	Hindu
Nationality	Indian
Marital Status	Married
Mother tongue	Malayalam

Passport No	P1969206
CPR Number	860518230

Hobbies

- Browsing
- Driving

About Me

Enthusiastic, About 9+ years of experience in the field of Market research organization (The nielsen Company), worked on managing the field work across various research methodologies including Brand Health Tracking, Product Testing, Concept Testing, Mystery Shopping CATI Survey (C-Sat, Mystery Calling) and Customer Satisfaction across clients from wide range of sectors including Airports, Government Entities, FMCG, Automobile, Financial, Consumer Durables and Telecom Industry In Bahrain. To secure a challenging opportunity in which I can successfully implement an essence of knowledge and skill and also learn more about the new advancements in the respective field.

Educational Qualifications

Bachelor of Arts in Functional English, M.P.

MOOTHEDATH MEMORIAL SREE NARAYANA TRUSTS
COLLEGE.Shoranur, (2003-2006).

H.S.E, Board of Higher Secondary Examination, Kerala
from Govt.Janatha Higher Secondary School,
Naduvattam (2001-2003)

S.S.L.C from G H S S Irimbiliyam High School
(GHSSIHS) - 2001

Technical Knowledge

C, C++, Intermediate

MS

Experience

- Worked as CI&I Project Executive in [nielsen](#) Holdings plc (formerly known as [The Nielsen Company](#)) is an American information, data and measurement firm, Nielsen is a global, independent measurement and data company for fast-moving consumer goods, consumer behavior, and media Adliya, Kingdom of Bahrain from March 2011 to June 2020.

Key Clients & Types of Methodologies

Bahrain Airport Company

CrediMax B.S.C

VIVA/STC

Zain

Telecommunications Regulatory Authority [TRA]

CARREFOUR MAJID-UL-FUTTAIM

The Sultan Center

IKEA Bahrain

MEMAC OGILVY & MATHER

SAMSUNG

Responsibilities Handled:

- ✚ Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion.
- ✚ Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.
- ✚ Tracked key metrics and developed spreadsheets and data models.
- ✚ Collected data using various research methods to broaden results and optimize marketing strategies.
- ✚ Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- ✚ Formulating a plan or proposal and presenting it to the client or senior management;.
- ✚ Writing and managing the distribution of surveys and questionnaires;.
- ✚ Briefing interviewers and researchers;.
- ✚ Undertaking ethnographic research (observing people in their homes and other environments);.
- ✚ Ensure consistent implementation of this SOP
- ✚ Conducting qualitative or quantitative surveys, which may involve field, interview or focus group assessments;.
- ✚ Using statistical software to manage and organize information;.
- ✚ Monitoring the progress of research projects.

Nielsen Code of Conduct Annual Training & Certification (2020)	Online Course Complete
Nielsen Code of Conduct Annual Training & Certification (2019)	Online Course Complete
Data Integrity at Nielsen	Online Course Complete
Conflicts of Interest	Online Course Complete
Worldwide Privacy Basics	Online Course Complete
CII Field Supervisor Training: Roles and Responsibilities	Online Course Complete
Social Media Self-Assessment	Online Course Complete
Nielsen Code of Conduct Training and Certification	Online Course Complete
Client Engagement Model (CEM)	Online Course Complete
ILD & Project Materials Data Retention SOP	Online Course Complete
Leading with Integrity	Online Course Complete
CoC Certification	Online Course Complete
Creating a Culture of Experimentation and Innovation	Online Course Complete
Mystery Shopping	Online Course Complete
Module 4: Data Collection Methods	Online Course Complete
Module 3: Your Job as an Interviewer	Online Course Complete
Module 3: Your Job as an Interviewer	Online Course Complete
Module 2 - The Interviewer and Consumer Insights	Online Course Complete
Module 1 - Day in the Life of an Interviewer	Online Course Complete
Digital Microlearning - Digital Disruption	Online Course Complete
Leading with a Talent Multiplier Mindset	Online Course Complete
CoC: Certification (Arabic)	Online Course Complete
Stop Phishing in 5 Minutes or Less	Online Course Complete
My Performance: Learning Management Overview	Online Course Complete
My Performance: FAQ	Online Course Complete
ILD & Project Materials Data Retention SOP	Online Course Complete
CoC Certification	Online Course Complete
CoC Certification	Online Course Complete
Global Information Security & Privacy Essentials	Online Course Complete

Experience

Worked as an ASSISTANT SHOP MANAGER •AL RASMIYA TRADING SPC 2010-2011

Responsibilities Handled:

- ✚ Managing and motivating a team to increase sales and ensure efficiency;
- ✚ Managing stock levels and making key decisions about stock control;
- ✚ Analyzing sales figures and forecasting future sales;
- ✚ Using information technology to record sales figures, for data analysis.
- ✚ Dealing with staffing issues such as interviewing potential staff, conducting appraisals and performance reviews, as well as
- ✚ Responding to customer complaints and comments;
- ✚ Attending and chairing meetings;
- ✚ Updating directors on business performance, new initiatives and other pertinent issues;
- ✚ Maintaining awareness of market trends in the retail industry, understanding forthcoming Customer initiatives and monitoring what local competitors are doing;
- ✚ Initiating changes to improve the business, e.g. revising opening hours to ensure the store can compete effectively in the local market;
- ✚ Dealing with sales, as and when required.

Personal Attributes

My strength

Quick learner, Leadership quality, easily approachable and patient,
Responsible, Hardworking, Motivating power.

Personal skills:

Good team building capabilities, Strong communication skills, Good interpersonal skills, confidence, responsible, Interested in learning new technologies and mastering new skills.

PROFESSIONAL REFERENCE

V.K. Samuel

The Nielsen Company

ADLIYA, Kingdom Of Bahrain

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Declaration

I hereby declare that all the above furnished information is true to best of my knowledge and belief.

Place: Bahrain

ABILJITH Urithodi

