



Megha Bisht
Research Analyst

Contact

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Tools and Skills

- Qualitative & Quantitative Research
- Social Media Monitoring and Marketing Analytics
- Competitive Intelligence and Benchmarking
- Public Relation and Sentimental analysis
- Industry Sizing and Outlook
- Data analysis

Experienced with analyzing media data to provide actionable insights. Uses media monitoring tools to track and evaluate media coverage effectively. Knowledge of leveraging data to support strategic decisions and enhance media strategies.

Work History

2022-06 -
Current

Senior Executive

Omnicom Media Group, Gurugram

- Identify and analyze recurring customer concerns through print, online research, broadcast, social media channels, and sentiment analysis
- Structure Research requests, suggest optimal research strategies and conduct elective data searches across a wide variety through private and public sources.
- Develop intelligence visualization dashboards, and initiate productive insights
- Proven hands-on experience in research studies online and offline
- Managing custom and syndicate projects, Social Media Monitoring, Qualitative and Quantitative studies across the domains
- Maintain comprehensive client reports, market outlooks, mega-trends, Industry dynamics, and competitive intelligence
- Support research and sales teams by managing collateral, competitive intelligence, industry analysis, and crafting reports and articles
- Responsible for creating and maintaining daily, weekly, and monthly reports for VOC and ad-hoc requests
- Identify the tonality of articles and provide a better understanding of the author's argument and purpose for writing
- Ensuring on-time delivery of projects whilst maintaining quality and accuracy of the information

2019-01 -
2022-01

Media Analyst

Wipro, Gurugram

- Visualization and data tools
- Target audience research
- Campaign Monitoring
- Influencer Research and Vetting
- Social media strategy and Feasibility assessment

Software

Talkwalker

Hootsuite

Tagger Media

Meltwater

Cision

Critical Mention

Muckrack

OmniEarned ID/Statsocial

Traackr

Horreum

Blackwing

- Tonality/Sentiment Analysis: Conduct Qualitative and Secondary Research to Analysis market size
- Tonality and Rivals for the automotive industry Summarizing the data on client tools Conduct meetings with clients as per project requirements
- Business Research: Sales, Profit, CEO statements, Executives, Public Relations, New establishments, Relation to politics, Corporate Strategies, SWOT, PEST analysis
- Product Analysis: Journalists feedback, Consumer Advice, Reviews, Events, Awards, Auto-shows
- Analyzing market trends for US market Automotive Giants, Healthcare for UK Market, OTT Platforms
- Training, Development and Quality check of new hires

Education

2018-05 - 2020-05

Master of Arts: English Literature
IGNOU - New Delhi, India

2014-08 - 2017-05

Bachelor of Arts: Political Science
SOL - Delhi

Certifications

Talkwalker

Meltwater

MS Office

