



PIYUSH RAYTHATHA

Market Research Analyst

Experience

Jul 2020- Present

20 Microns Limited, Vadodara
Market Research Analyst

My core responsibilities encompass Market Research and Digital Marketing activities. Within this capacity, I undertake the following roles and duties:

- Efficiently handled and responded to incoming inquiries across various communication channels, collaborating with marketing and sales teams for optimal solutions.
- Collaborated with internal teams (designers, SEO specialists, web developers) to ensure consistent brand messaging and content alignment across all communication platforms.
- Responsible for executing special tasks assigned by the Chairman.
- Managed social media presence and developed strategies to enhance brand visibility and engagement.
- Procured qualified leads through online channels, including social media platforms, email marketing, LinkedIn, etc.
- Executed and managed marketing campaigns across social media platforms in alignment with business requirements.
- Conducted data research to support the needs of marketing and sales teams.
- Timely and professionally addressed customer inquiries and feedback across diverse communication channels, including social media platforms, websites, and WhatsApp.

2019 - 2020

Dash Technologies Inc., Vadodara
Data Research Executive

Responsible to Conducting Data Research according to the needs of the Marketing and Sales team. Within this capacity, I undertake the following roles and duties:

- Responsible for collecting market data and evaluating information from Different sources like LinkedIn Sales Navigator, Corporate Website and other third party Website. Analyzing qualitative & quantitative information to support and review new and existing marketing and sales strategies.
- Identifying information from authentic sources of clients like emails and phone numbers.
- Responsible for Run Email Campaign as well as LinkedIn Campaign using LinkedIn Sales Navigator profiles.
- Exploring to generate new business opportunities using intensive research
- Searching for new tools and open source software and website to generate data which can help the sales to generate leads.
- Responsible for preserving and managing a centralized data dictionary for the company in Zoho CRM..

2016 - 2019

CXOsycn Private Limited, Vadodara
Business Research Associate

I am primarily responsible for generating qualified leads through social media like LinkedIn, corporate website & various online resources, Execution of email campaigns, Researched about the IT marketplace including perceptions of companies that provide IT products, services or solutions, increased company's overall sales by providing qualified leads to the sales team.

2015 - 2016

Symbiosis Technologies, Vadodara.
Data Analyst & Market Researcher

Responsible for collecting market data and evaluating information from diverse market sources. Analyzing qualitative & quantitative information to support and review new and existing marketing and sales strategies.

- Creating and produce market research reports on specific products and markets.
- Making recommendations to senior managers based upon research findings.
- Processing and analyzing raw data into reports for senior managers.
- Work with external data suppliers regarding data accuracy and integrity.
- Responsible for the development of client reports on current trends
- Making sure that methods of data collection are effectively and accurate

+91 88666 05134

piyushraythatha@gmail.com

Vadodara, Gujarat

EDUCATION

Master of Computer Application
Gujarat Technological University
2012 - 2015

Bachelor of Computer Application
Saurashtra University
2008 - 2011

EXPERTISE

Linkedin Expert
Lead Generation
Data Research
SEO
Digital Marketing

TOOLS

LinkedIn Sales Navigator
Apollo.io, SalesQL
Lusha, ZoomInfo
Canva
ChatGPT
Gemini
Copilot

LANGUAGE

English Hindi Gujarati