

GAURI BOKIL

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Professional Summary

Results-driven Market Research and Insights Professional with over 4.5 years of experience in strategic market analysis, competitive intelligence, and financial research across the Life Sciences, Healthcare, and IT industries. Proven ability to conduct deep market and industry research, analyze financial distress indicators, and generate actionable insights. Expertise in CRM management, lead generation, and data-driven decision-making. Adept at preparing thought leadership content, and collaborating with stakeholders to drive business strategies.

I excel at managing multiple projects and stakeholders, delivering actionable insights to enhance strategic decisions, and marketing campaigns. I am adaptable, results-driven, and thrive in fast-paced environments.

Skills

- Market and Industry Research, Financial Distress Analysis and **Competitive Intelligence**
- Thought Leadership and Report Writing| **Go-to-Market Strategy** | CRM & DealCloud
- Business Intelligence and Market Insights| **Data Analysis & Visualization**
- Stakeholder Communication | **Lead Generation** |Portfolio Analysis
- **Digital campaigns** (display, search, SEO), marketing analytics

Experience

MARKETING ANALYST | 03/2024 - 11/2024

Forsys Inc. - Hyderabad, India

- Spearheaded **TAM analysis and market research** for CPQ, CLM, CRM, and ERP solutions, optimizing market positioning and driving **strategic decisions**.
- Delivered comprehensive **competitive intelligence reports**, influencing **strategic business decisions**.
- Formulated **go-to-market strategies**, increasing market penetration by **30%**.
- Enhanced **lead generation by 35%** through technographic analysis using **6sense and HubSpot**.
- Orchestrated digital marketing campaigns, boosting brand visibility by 40%.

RESEARCH ASSOCIATE: DEMAND GENERATION | 10/2023 - 02/2024

Sutherland

- Conducted **market research and competitive analysis**, providing strategic insights that increased **lead conversion by 25%**.
- Established a **database of 12,000 contact leads and 5,000 company profiles** using **LinkedIn Sales Navigator and Salesforce CRM**.
- Managed CRM systems ensuring **98% data accuracy** for operational efficiency.
- Coordinated research projects with **100% on-time delivery**, maintaining high-quality standards.

MARKET RESEARCH ANALYST | 11/2021 - 11/2022

GRG Health - Pune, India

- Conducted **primary and secondary research**, improving project outcomes by **30%** through high data accuracy.

- Developed **competitive intelligence reports** and SWOT analysis, empowering clients to navigate market dynamics with **50% more confidence**.
- Delivered **industry trend analysis reports**, driving **strategic decisions for international clients**.
- Led a team of **8-10 members**, enhancing productivity by **25%** through effective mentoring and quality control.

RESEARCH ANALYST | 10/2018 - 09/2021

Innoplexus - Pune, India

- Built and curated **large datasets** from diverse sources, ensuring **99% data accuracy** for comprehensive analysis.
- Applied **advanced data mining and predictive modeling**, improving project accuracy by **60%–80%**.
- Presented complex data using **advanced visualization tools**, facilitating **data-driven decision-making**.
- Led a team of **6-8 analysts**, maintaining **high-quality standards** and enhancing team productivity by **20%**.

Certifications

- **Business Analytics & Data-Driven Decision Making – IIM Visakhapatnam** (ongoing): Developing expertise in data mining, analytics strategy, and BI tools to align insights with business operations
- Tableau Desktop for Data Visualization
- Power BI for Business Analytics
- Advanced Marketing Analytics
- Data Science Foundations

Education

Modern College - Pune, India | Master of Science

Biotechnology, 04/2018

GPA: CGPA: 7.9/10

Rajarshi Shahu College - Latur, India | Bachelor of Science

Biotechnology, 05/2016

GPA: CGPA: 8.3/10

Professional Attributes

- Solution-oriented with strong strategic thinking and problem-solving abilities.
- Proactive and self-directed in dynamic, ambiguous environments.
- Skilled at translating complex data into actionable business insights.
- Demonstrated excellence in stakeholder management and navigating matrix environments.

Accomplishments

- Awarded "**Rockstar Rookie**" at Forsys Inc. for significant contributions within the first two months.
- Achieved a **40% increase in qualified leads** through optimized lead generation strategies.
- Enhanced **campaign ROI by 25%** through strategic integration of market insights.

Websites

- <https://www.linkedin.com/in/gauri-bokil-325029136/>
- <https://profile.indeed.com/p/gaurib-757ipuz>