

DEEPTI S. P

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 Willing to relocate | Available to join from 2nd July

Professional Summary

Analytical and impact-driven Senior Research Executive with postgraduate training in Clinical Psychology and professional experience in qualitative research, digital strategy, and client servicing. Skilled in stakeholder engagement, campaign performance analysis, and delivering data-driven marketing solutions. Passionate about applying evidence-based insights to optimize campaign strategy, especially within government and education sectors.

Education

M.Sc. Clinical Psychology, Christ University, Delhi NCR (2021–2023)
Graduated with Distinction

B.A. Psychology, Journalism & Communicative English, Jyoti Nivas College, Bangalore University (2018–2021)
Aggregate: 79.6%

Professional Experience

Senior Research Executive – Ipsos Pvt. Ltd. (2023–Present; currently serving notice period)

- Executed qualitative research studies for Unilever, managing projects end to end.
- Engaged with clients to translate business objectives into research goals and actionable insights.
- Analyzed consumer behavior and campaign data to recommend strategy adjustments and drive performance outcomes.
- Presented findings in client meetings, emphasizing ROI, customer growth potential, and long-term impact.

Digital Marketing & Outreach Intern – Brand Synthesis (2021)

- Managed online campaigns and PR communication.
- Built outreach strategies to engage digital audiences.

Content and Social Media Volunteer – Enfold India (2020–2021)

- Created and managed educational content for digital campaigns around child safety and mental health.

Curriculum Developer – PhilARTrophy (2022)

- Designed a 10-lesson module on adolescent mental health for educational use.

Mentor and Workshop Instructor – Bye Bye Anxiety (2021)

- Conducted mental health workshops for students across Southeast Asia.

Core Skills

- Client Engagement & Consultative Sales
- Digital Campaign Analysis & Reporting
- Qualitative Research & Insight Generation
- Strategic Communication & Public Speaking
- Project Management & Cross-functional Collaboration
- Microsoft Office (Excel, Word, PowerPoint)

Languages

- English – Fluent | Hindi – Fluent | Kannada – Native