



SAIKKAT DASGUPTA

INTERNATIONAL STRATEGIST
INTERNATIONAL RESEARCHER

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Date of Birth: 03 Jan 1991

English (C1), French (B1), Dutch (A1)

Skills

QUALITATIVE RESEARCH



DESIGN THINKING



STRATEGIC PLANNING



CREATIVE BRIEFING



Education

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MA | Sociology
2020 - 2022

SYMBIOSIS INTERNATIONAL UNIVERSITY

MBA | Communications Management
2013 - 2015

UNIVERSITY OF PUNE

BE | Chemical Engineering
2008 - 2012

Location

ANTWERP, BELGIUM
READY TO RELOCATE

VML

Strategic Planner | Jun 2022 - Feb 2024

- Led consumer research to identify untapped audience opportunities
- Developed global brand-comms strategy for brand portfolio of Global Accounts: Amazon (AWS, DSP), Project Management Institute, Red Cross
- Collaboration with media agencies/inhouse to advice media planning
- Board of WPP Unite Belgium, DE&I community

82.5 COMMUNICATIONS, OGILVY GROUP

Planning Director | Sep 2020 - Jun 2022

- Led consumer research, data-driven campaign strategy, and creative briefing: B2C(Consumables, Men's fashion, Technology), B2B (Steel, Media)
- Brand relaunch and Innovation launch strategy in Men's fashion
- Annual Brand Planning and portfolio management in Consumables

KANTAR

Senior Research Manager | Nov 2018 - Apr 2020

- Writing proposal, discussion guide, report plus fieldwork supervision and analysis, client presentations for qualitative research projects across International Markets: Bangladesh, Sri Lanka, Pakistan, KSA, Russia, Indonesia, Cote d'Ivoire etc
- Core Member, RT30, designing methodologies for Kantar Vision 2030

QUANTUM CONSUMER SOLUTIONS

Research Associate | Oct 2016 - Nov 2018

- Writing proposal, discussion guide, report plus moderation and client presentations across categories: Telecommunications, Personal Care, Tourism & Hospitality, Men's Fashion and Apparel, Food & Beverages, Health Food Drinks, Automobile, Social Sector amongst others

SOCIAL RICKSHAW

Co-founder | April 2016 - Oct 2016

- Conceptualizing one-stop digital marketing solution for SMB market
- Client servicing, Resource Onboarding, Creative Conceptualization
- Clients: Men's fashion, Apparels, Travel & tourism, Luxury ecommerce

ROUTOFY

Digital Media Strategist | Aug 2015 - Mar 2016

- Growth hacking with experience strategy on digital and PR channels
- Responsible for developing and managing PR agency onboarding, briefings, setting clear KPIs and expectations

IBS UNIFIED

Senior Digital Media Executive | Feb 2015 - Jun 2015

- Brand Relaunch of travel & tourism market leader
- Content strategy for FMCG F&B category