

Contact

Grenoble, France
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Top Skills

Market Research
New Business Development
Marketing Communications

Languages

Hindi
French beginner

Sumayya Shaikh

PHD Student
France

Summary

Ph.D Researcher working on food marketing and sustainability. I come from a diverse background having lived and worked in India, UAE and France. I am passionate about psychology based research in consumer behavior. I work with quantitative techniques to understand lay beliefs and biases of consumers.

Experience

Grenoble Ecole de Management
Researcher PHD Student
September 2020 - Present (1 year 7 months)
Grenoble, Auvergne-Rhône-Alpes, France

Currently working on research on food marketing, lay beliefs and sustainable consumption

TOUCH POINTS

Project Coordinator
May 2016 - September 2020 (4 years 5 months)
United Arab Emirates

GWR

Scheduler - Coordinating mystery shopping projects in UAE
October 2014 - May 2016 (1 year 8 months)

Managing the assignments for various clients across UAE. Assigning projects to field shoppers and ensuring their completion.

Coordinating scheduling of more than 1500 audits a month and follow up for timely completion and reporting of surveys

Following all company standards and requests while coordinating the projects

Coordinating with and reporting project status to management team

Working with the largest and most recognized luxury brand names in the market

Gems Cambridge International Abu Dhabi
Learning Support Assistant

October 2014 - October 2015 (1 year 1 month)

Supporting children with special needs. Focused on children with Autism.

Al Khawarizmi

Freelancer- SEO Digital Marketing

September 2014 - October 2014 (2 months)

Abu Dhabi

Search Engine Optimizing the Website to rank for chosen keywords.

Teach for India

Teach for India Fellow

April 2013 - May 2014 (1 year 2 months)

Managing a classroom of 40 children.

Working with underprivileged communities and ensuring their progress against pre defined goals

Independently conducting campaigns for fund raising to meet the needs of children in low income communities.

Vinsol

Digital Marketing Manager

September 2012 - January 2013 (5 months)

Creating and implementing a lead generation strategy online for a b2b service

Handling the social media strategy for Vinsol

Website Optimization for generating leads

Schneider Electric

Internship - Digital Marketing

June 2011 - December 2011 (7 months)

Handled the online presence of Schneider. Involved handling blogs, wikis, forums. Technical aspects of the website and analytics of the websites which had to be regularly provided to product managers. Newsletter creation, and user engagement programs as well for the blog readers.

The Alchemists Ark

Trainee Business Development for MoneyWorks4me.com

March 2009 - May 2010 (1 year 3 months)

Handled the marketing of a service available at Moneyworks4me.com.

Involved product development for the website, marketing campaigns such as email marketing, blogs, social media, contacting influencers. Interaction with

various departments due to the company being a start up. Web analytics of the website and marketing campaigns.

Education

Grenoble Ecole de Management

Masters, Marketing · (2010 - 2012)

University of Pune

Master of Business Administration (MBA), Marketing · (2007 - 2009)

University of Pune

Bachelor of Engineering (B.E.), Electrical, Electronics and Communications Engineering · (2003 - 2007)

The Army Public School

CBSE · (2001 - 2003)

St. Marys School

ICSE · (1988 - 2001)