

Nupur Kalyan

Media Research Specialist | Media Research Analyst | Research & Insights on Media Personalities | Immediate Joiner
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SUMMARY

Media Research Specialist with a strong academic background and proven research skills, adept at conducting in-depth media analysis using the Internet and secondary research to interpret complex data and published articles. Skilled in analytical thinking and applying analytical skills to evaluate current media trends, key personalities and audience insights effectively. Possesses strong communication skills, media proficiency, and a solid command of the English language to clearly present research findings. Experienced in social media data extraction, data management and delivering actionable insights through detailed analytical reporting.

EXPERIENCE

Research Analyst

Mar '24 — Mar '25

Saguna Consulting

United States

- Conducted in-depth **media research** on **100+ media personalities**, gathering accurate and comprehensive data from verified Internet and social media sources using strong research skills.
- Extracted and analyzed **500+ social media data points** to interpret engagement trends and sentiment for actionable insights.
- Performed **article analysis** across **200+ media publications**, demonstrating strong command of the English language to interpret key themes and emerging trends.
- Organized and managed datasets in **Google Sheets and Excel**, ensuring **100% accuracy** and structured data management aligned with SOPs.
- Delivered **analytical insights and summary reports** with clear communication skills, enabling data-backed discussions and informed media profiling decisions.
- Collaborated with cross-functional research teams to maintain a **centralized database of 1,000+ verified media profiles**, improving retrieval efficiency by **35%**.

EDUCATION

M.Com (Business Economics), Panjab University, Chandigarh

2021 — 2023

B.Com, Panjab University, Chandigarh

2018 — 2021

CERTIFICATIONS

Market Research Specialization, University of California, Davis (Coursera)

Collect, Extract and Use Online Data Quickly and More Easily, Udemy

Introduction to Data Analysis Using Excel, Rice University (Coursera)

Marketing Analytics Foundation, Meta (Coursera)

Foundations of Digital Marketing & E-commerce, Google (Coursera)

SKILLS

Research and Analytical Skills Media Research, Secondary Research and Internet Sourcing, Article and Content Analysis, Familiarity with Current Media Trends and Key Personalities, Data Interpretation and Insight Generation

Data and Technical Skills Social Media Data Extraction, MS Excel, MS Office, Google Workspce, Google Sheets, Data Management and Accuracy

Communication and Reporting Report Writing and Presentation, Analytical Storytelling, Clear and Concise Communication

PROJECTS AND PUBLICATIONS

A Study on paradigm shift towards digital marketing amid pre - post Covid - 19 pandemic, International Journal for Research in Engineering Application & Management (IJREAM) [Link](#)

- Coauthored and published an empirical study analyzing digital marketing behavior of 30+ consumers pre and post COVID 19, applying T-test, Chi-Square, and Likert analysis to uncover shifts in online shopping attitudes and derive actionable insights for marketers.

The impact of career options and career development trends among youth; A Quantitative Study, International Journal of Creative Research Thoughts (IJCRT) [Link](#)

- Coauthored and published a quantitative research paper analyzing career preferences of 100+ youth respondents using Chi-Square, Likert Scale, and Ranking Analysis to identify key career development trends and influencing factors driving employment decisions among students.

AWARDS

University Rank: 4th (Year 1), 10th (3rd Sem) in M.Com(Business Economics)