

DEVANSHI SENAPATI

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Driven and articulate business graduate with hands-on experience in client relations, marketing strategy, and data-based decision making. Adept at managing stakeholder communication, improving customer engagement processes, and supporting growth-oriented initiatives in tech-enabled business environments. Eager to contribute to customer-focused and result-driven teams through strong analytical and interpersonal skills.

SKILLS

- MS EXCEL
- MS WORD
- MS OFFICE
- MS POWERPOINT
- GOOGLE WORKSPACE
- CRM TOOLS (SALESFORCE, ZOHO)
- CROSS FUNCTIONAL COLLABORATION
- CLIENT RELATIONSHIP BUILDING
- DATA ANALYSIS
- OPERATIONAL EXCELLENCE
- ANALYTICAL PROBLEM SOLVING
- ADAPTABILITY AND LEARNING AGILITY

PROFESSIONAL EXPERIENCE

JUNE 2025

K.G. INTERNATIONAL, DUBAI | MARKETING AND BUSINESS INTERN

- Supported strategic marketing and business planning initiatives for product launches and promotional campaigns.
- Conducted salesforce reporting and market analysis to assist in data-driven decision-making.
- Contributed to promotional planning and content strategy for the "Become ULTRA" campaign.
- Collaborated on AI-driven research projects to explore automation opportunities in daily business operations.
- Gained hands-on experience in cross-functional coordination across sales and tech teams to improve customer engagement processes and CRM tracking.

INDUSIND BANK, BHUBANESWAR | RESEARCH INTERN

MAY 2025

- Conducted a month-long research project on the effects of digitalization on the operational efficiency of the bank
- Analyzed banking processes and digital tools to evaluate their impact on productivity and service quality
- Compiled findings into a detailed report submitted to the HR and operations teams.
- Gained insights into digital transformation strategies in the Indian banking sector.

REKONVERSATION, VIRTUAL | CLIENT RELATIONSHIP MANAGER

APRIL 2024

- Managed client portfolios and ensured high satisfaction through proactive communication and timely issue resolution.
- Strengthened client retention by anticipating needs and recommending effective service improvements.
- Conducted client feedback analysis to identify opportunities for value addition and stronger engagement.
- Collaborated with the business development team to enhance renewal and upsell processes..

TALENTSERVE, BENGALURU | BUSINESS INTERN

JUNE 2023

- Assisted in lead qualification and client outreach, contributing to improved conversion metrics.
- Researched market trends and competitor strategies to support business development planning.
- Maintained CRM records for tracking client interactions and performance outcomes.
- Supported cross-functional coordination between marketing and sales teams for smooth client handovers.

EDUCATION

Bachelor of Commerce (Specialisation in finance)

Present - 2026

Mount Carmel College

Senior Secondary: Commerce

2021 - 2022

DAV Public School, Chandrasekharpur, Bhubaneswar

GPA: 86.6%

Secondary

2020

DAV Public School, Chandrasekharpur, Bhubaneswar

GPA: 85.6%

ADDITIONAL INFORMATION

- Certification in **financial modelling by NICTE**
- Served as a core team member of the hospitality sector in college, gaining hands-on experience in team coordination and event management.
- Actively participated in business-related competitions, enhancing strategic thinking and presentation skills.
- Recognised as a fast learner with a strong work ethic; consistently completed tasks ahead of deadlines.
- Awarded **Best Intern** for outstanding performance and proactive contribution during internship.