

DEVANSHI SENAPATI

Bengaluru +919337858363 senapatidevanshi06@gmail.com

SUMMARY

A detail-oriented and curious individual with experience supporting communication, brand-related projects, and coordinated work across teams. Comfortable handling research, content development, and structured marketing tasks while contributing to clear messaging and consumer-focused initiatives. Enjoys combining creativity with organised execution to help bring ideas and campaigns to life.

SKILLS

- MS EXCEL
- MS WORD
- MS OFFICE
- MS POWERPOINT
- BRAND COMMUNICATION
- SALESFORCE REPORTING
- CLIENT COMMUNICATION
- CLIENT RELATIONSHIP BUILDING
- CONSUMER & MARKET UNDERSTANDING
- CROSS FUNCTIONAL COLLABORATION
- RESEARCH & INSIGHT GATHERING
- PRESENTATION & DOCUMENTATION

PROFESSIONAL EXPERIENCE

KG INTERNATIONAL, DUBAI | MARKETING AND BUSINESS INTERN

JUNE 2025

- Supported brand communication for the KG Ultra range through research, messaging development, and campaign planning.
- Created product write-ups, launch decks, and communication materials to strengthen internal and external brand clarity.
- Conducted research on consumer behaviour, distributor needs, and competition to refine product narratives and positioning.
- Coordinated with sales, design, digital, and product teams to streamline messaging and deliverables.
- Managed creative workflows and vendor coordination to ensure timely execution of marketing projects.
- Developed scripts for marketing videos across customer, client, and internal communication.
- Used AI tools for content drafting, idea generation, and market scanning to improve turnaround time and output quality.

INDUSIND BANK, BHUBANESWAR | RESEARCH INTERN

MAY 2025

- Conducted a month-long research study on how digitalisation affects the bank's operational efficiency, analysing key service workflows and digital tools.
- Compared digital vs. manual processes to assess improvements in productivity, turnaround time, and customer experience.
- Gathered insights from branch managers and operations staff to understand on-ground challenges in digital adoption.
- Compiled findings into a structured report for the HR and Operations teams, highlighting key observations and recommendations.
- Developed a clear understanding of digital transformation practices within the Indian banking sector.

PROJECTS

- **Marketing Video Scripting:** Developed scripts, flow, and messaging for product marketing videos targeted towards customers, clients, and internal teams.
- **Become Ultra Campaign:** Assisted in research, content writing, creation of the brand narrative and communication structure for the launch of a new product range
- **Distributor Training Playbook:** Created a comprehensive onboarding and training deck for distributors, covering product features, messaging, and brand guidelines.
- **Marketing Process Documentation:** Designed structured templates and processes to stream line asset development and campaign execution.

EDUCATION

Bachelor of Commerce (Specialisation in finance)

Present - 2026

Mount Carmel College

Senior Secondary: Commerce

2021 - 2022

DAV Public School, Chandrasekharpur, Bhubaneswar

GPA: 87 %

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.