

ANIMESH MOHANTY

MBA | NIT Rourkela

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EDUCATION

Master of Business Administration in Marketing and HR, NIT Rourkela

2023-2025 | CGPA 7.77/10

Bachelor of Commerce, Sambalpur University

2020-2023 | CGPA 6.66

Intermediate, Deepika E.M School

2017-2019 | 55%

High school, Deepika E.M School

2016-2017 | CGPA 9

INTERNSHIP/EXPERIENCE

AFFILIATE MARKETING IN OGADS NETWORK

- SEO/SEM
- Email marketing
- Influencer outreach

HR AND IR INTERNSHIP AT ADANI PORTS AND LOGISTICS

(10th May 2024 – 11th July 2024)- Gained experience in HR talent acquisition and Industrial relations

- Sourcing and recruiting strategies (online, social media, networking)
- Candidate assessment and evaluation (interviews, skills testing)
- Job description writing and development.
- Applicant Tracking System (ATS) proficiency.
- Employer branding and recruitment marketing
- Building strong relationships with hiring managers.
- Negotiation and offer management.
- Onboarding and orientation processes
- Data analysis and reporting
- Labor Laws (Factory Act, Minimum Wages Act, Industrial Disputes Act, etc.)

ACHIEVEMENTS

2023 – 2025

Vice president of Matrix the marketing club of NITR

2022 – Organized and managed one of the big cricket tournament.

PROJECTS

2024 Management Games Lab

- Successfully orchestrated a real business operation within the Management Games Lab, achieving a remarkable sales turnover of Rs. 3000 from an initial fund of Rs. 2002.
- Effectively managed a team of 7 individuals, coordinating tasks and delegating responsibilities to optimize productivity and achieve sales targets.
- Planned strong time management skills by efficiently balancing business operations alongside academic commitments.
- Showcased leadership abilities by overseeing the implementation of social media marketing strategies, including targeted campaigns in hostel WhatsApp groups, reaching over 8000 students residing on campus.
- Spearheaded lead generation efforts through innovative marketing approaches, resulting in increased sales and market penetration within the college community.

SKILLS

SKILLS: Product management, product marketing, product lifecycle management

SOFT SKILLS: Responsible, Good in communication, Confident, Self-Motivated, Analytical abilities, Energetic & Proactive & good in interpersonal skills

SOFTWARES: Advanced MS Excel, MS Word, MS Power Point, google analytics, tally ERP

INTERESTS

Singing, Book Reading, Photo and Video Editing

LINKS

Linkedin - [linkedin.com/in/animesh-mohanty-1838a81b7](https://www.linkedin.com/in/animesh-mohanty-1838a81b7)