

## SANCHITA MOHANTY

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### **PROFESSIONAL SUMMARY**

I'm a curious and driven Product Analyst currently pursuing a One-Year MBA in Business Management at Xavier Institute of Management, XIM University, Bhubaneswar. My specializations in Marketing, IT, and Operations reflect my passion for blending creativity with structure to solve real-world problems. I'll be graduating in July 2025, and I'm excited to bring my expanding academic insights into dynamic product environments.

Professionally, I've gained over three years of hands-on experience working in diverse roles that bridge marketing operations, analytics, and product strategy. During my internship at AIKYAM, I applied AI-based insights to refine user workflows and successfully reduced churn by 20%. Before that, at Mediamint, I worked as a Senior Associate, where I combined SQL, Power BI, and stakeholder inputs to create meaningful product analytics and automate reporting dashboards that improved campaign efficiency and decision-making.

These experiences have taught me the importance of clarity in data, empathy in design, and agility in teams. I genuinely enjoy working across functions to co-create impactful, user-centric solutions and am always eager to keep learning, iterating, and growing.

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### **AREAS OF EXPERTISE**

- Product Requirement Analysis & Documentation
  - AI-Driven User Behaviour Analysis
  - Agile Methodologies & JIRA
  - Data Visualization (Power BI, Tableau)
  - Ad-Operations and Digital Marketing
  - Stakeholder Engagement & Communication
  - UX Optimization & A/B Testing
  - Campaign Performance Analytics
  - Product Requirement Documentation
  - Market Research and Competitive Analysis
  - IT and Technical Literacy
  - Advanced MS Office and Visualisation skills
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### **EDUCATION**

#### **Xavier Institute of Management, Bhubaneswar**

*Executive MBA in Business Management | 2024 – 2025*

- Specialization in Analytics and Product Strategy
- Media & PR Coordinator, XEMINENCE 24-25
- Editor & Designer, XEMINENCE-25

#### **ITER, SOA University, Bhubaneswar**

*Bachelor of Technology in CSIT | 2017 – 2021*

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### **CERTIFICATIONS**

- AI Product Management – Coursera
  - Product Management Certification
  - Digital Marketing Fundamentals
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- Lean Six Sigma Fundamentals

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## **PROFESSIONAL EXPERIENCE**

### **Product Management Intern**

**AIKYAM** | May 2024 – July 2024

- Applied AI-driven user interaction data analysis to define detailed product requirements and design solutions aligned with PLM processes.
- Designed and tested prototypes with user feedback loops, optimizing interaction workflows and reducing churn by 20%.
- Leveraged data visualization tools such as Power BI to monitor KPIs, enabling real-time decision-making and enhanced stakeholder visibility.
- Collaborated with engineering and marketing teams to refine AI-informed roadmaps and prioritize features based on market needs.

### **Senior Associate – Marketing Operations & Product Analytics**

**MEDIAMINT, Hyderabad** | March 2021 – April 2024

- Spearheaded marketing analytics initiatives by leveraging advanced Excel and SQL to monitor and enhance product and campaign performance across platforms like DV360 and CM360.
- Composed detailed Product Requirement Documents (PRDs) by translating user behaviour data and stakeholder feedback into actionable development plans, accelerating feature rollouts by 30%.
- Built and maintained automated dashboards to track promotional impact and retail point-of-sale (PoS) engagement, significantly improving team responsiveness and operational clarity.
- Managed sprint planning and retrospectives using JIRA, ensuring continuous alignment between evolving product strategies and customer expectations.
- Mentored junior associates on ad operations best practices, including market trend analysis and automation techniques, driving standardization and upskilling across the team.
- Conducted root-cause analysis using advanced Excel and SQL, identifying trends in campaign and product data to recommend scalable AI-driven improvements.
- Defined product requirement documentation based on behavioural insights and stakeholder feedback, accelerating implementation timelines by 30%.
- Deployed automated dashboards to monitor promotional efficiency and PoS engagement, increasing team responsiveness.
- Facilitated cross-functional reviews and sprint planning with JIRA to ensure product priorities and customer needs were continuously aligned.

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## **TECHNICAL SKILLS**

- **Data & BI Tools:** Power BI, Tableau, Excel (Advanced), SQL
- **Programming & Frameworks:** Python (Basics), AI/ML Frameworks, LLMs
- **Project Management & Collaboration:** JIRA, ERP Systems, CMS
- **Design & Prototyping:** Figma, Canva

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## **SOFT SKILLS**

- Analytical and Critical Thinking
- Solution Evaluation
- Problem Solving
- Negotiation Skills
- Organizational Skills

- Stakeholder Management
- Communication Skills
- Leadership and Team Management
- Problem-Solving and Creativity
- Adaptability and Learning Agility
- Interpersonal Skills and Collaboration
- Customer Empathy
- Confidence and Positive Attitude
- Time Management
- Presentation and Storytelling
- Methodology Knowledge

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#### **LEADERSHIP & EXTRACURRICULAR ACTIVITIES**

- Coordinated PR strategy and media communications for XEMINENCE 24-25(Flagship event for Executive MBA).
- Led design and editorial content creation for the XEMINENCE-25 student publication.

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#### **LANGUAGES**

- English (Fluent)
- Hindi (Fluent)
- Odia (Native)

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#### **HOBBIES & INTERESTS**

- Creative Writing & Blogging
- Photography
- Graphic Design & Digital Illustration
- Art and Crafts
- Volunteering for Community Events
- Exploring Emerging Trends in AI & Marketing

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#### **REFERENCES**

##### **Academic Reference**

###### **Prof. S.S. Ganesh**

Associate Dean, Executive Education  
Xavier Institute of Management, XIM University  
Email: ssganesh@xim.edu.in  
Phone: 0674-6647747

##### **Professional Reference**

###### **Deepa Gowda**

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