



## SUSHRI SMITA SWAIN

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### CAREER OBJECTIVE

To get an opportunity where I can make the best of my potential and contribute to the organization's growth.

### INTERNSHIP

**Companies:** Polosoft Technologies Pvt Ltd (sales and marketing) , Country Holidays Travel (HR)

**Duration:** 45 days & 1 month

**Title:** Sales and effectiveness of digital marketing in Polosoft Technologies Pvt Ltd, Human Resource in Country Holidays Travel

**Objectives:**

- performed creative digital marketing initiatives that greatly enhanced online exposure and consumer interaction, cold calling resulting in a considerable rise in sales.
- We utilized modern digital marketing tactics to maximize return on investment (ROI) by measuring key performance indicators (KPIs) and making data-driven modifications to campaigns.
- At Country Holidays Travel, I oversaw HR programmers aimed at increasing employee happiness and well-being. Established programmers that encouraged work-life balance, professional growth, and employee involvement, resulting in a more motivated and satisfied staff.

**Learning:**

- Achieved impressive sales growth through innovative digital marketing strategies at Polosoft Technologies.
- Expanded market presence by diversifying sales channels and embracing digital marketing.
- At Country Holidays Travel, prioritized employee well-being, diversity, and inclusion.

### EDUCATIONAL QUALIFICATION

Qualification	Board/University	Institution	Year
MBA	BPUT, Odisha	Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar	2022-Contd.
B.com	Utkal University ,Odisha	Netaji Subash Memorial City College , Cuttack	2022
12 <sup>th</sup>	CHSE	Christ college, Cuttack	2019
10 <sup>th</sup>	CBSE	Modern Public School, Cuttack	2017

## SEMINAR

- Attended a seminar on "Citizen Connect Programe " at BIITM on 22/12/2022
- Attended a seminar on "New Age Entrepreneurship.....Emphasis on innovation" at BIITM on 10th of December 2022.

## KEY SKILLS

- Computer Skills: MS office , MS word ,MS Excel,
- Languages Known: English ,Hindi(Spoken),Odia
- Professional Skills: Communication skills ,Teamwork skills ,Time management ,Leadership skills.

## EXTRACURRICULAR ACTIVITIES/AWARD RECEIVED

- Volunteer & Community Organizations, Sports, phone photography, movie review and rating.

## PERSONAL INFORMATION

**Father Name** : Mr. Rabindra Nath Swain  
**Mother Name** : Mrs. Swapna Rani Swain  
**Hobbies** : Photography, Listening music  
**Area's of interest** : Marketing , Human resource management  
**Pan Card No.** : RDSPS1280J  
**Aadhar Card No.** : 545830702469  
**D.O.B** : 11/10/2000

**Date:**

**Place:** BHUBANESWAR

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