

SONALI SAHOO

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PERSONAL PROFILE:

- MBA with Marketing and Finance specialisation
- Internship at Power Tech Consultants.
- Exposure to financial analysis, forecasting and reporting, connecting and meeting the potential customers, digital marketing.
- Internship at IFortis Corporates.
- Exposure to Promotion, Segmentation and Targeting, Marketing and Sales Strategy, Consumer Behaviour, Digital Marketing

EDUCATION QUALIFICATIONS:

Masters in Business Administration IBCS Siksha 'O' Anusandhan University Bhubaneswar, Odisha 9.4 SGPA (1 st Semester)	2022 - 24
Bachelors in Business Administration IBCS Siksha 'O' Anusandhan University Bhubaneswar, Odisha 8.3 CGPA	2019 - 22
12th Science Kerela Board Govt Model Higher Secondary School Thiruvanthapuram 7.47 CGPA	2017 - 19
10th ICSE Board Blessed Sacrament High School Puri, Odisha 6.86 CGPA	2017

INTERNSHIPS:

Finance Analyst and Marketing Trainee

05/2023 – 07/2023

Company: Swain & Sons Power Tech Private Limited (Power Tech Consultants)

Duration: 2 Months

Description: Internship as a financial analyst trainee was all about financial statement analysis, forecasting and reporting and as a marketing trainee the internship was basically about sales and digital marketing for elevating the revenue of the company.

Learning Outcomes:

A) As a Finance Analysts Trainee:

- Prepared comprehensive financial reports and presentations for management, highlighting key performance indicators and budgetary performance.
- Conducted various analysis to identify trends and opportunities for cost-saving.
- Assisted in preparing financial reports and presentations for senior management.
- Delivered and suggested various solutions to reduce the expenses of the company after analysing the balance sheets.
- Forecasted the future sales of the company would help budget preparation.

B) As a Marketing Trainee:

- Prepared Videos and Presentations for the promotion of the company's products and services.
- Created engaging content and managed daily postings on Facebook, Instagram, and Twitter – 2 posts daily.
- Made 20 calls daily to the targeted MSMEs and visited 6 clients for further procedures.
- Gain practical experience in executing digital marketing campaigns across various platforms, enhancing my ability to reach and engage target audiences effectively.

Internship was done under the guidance of Mr. Bibhu Charan Swain (Director).

Marketing and Sales Trainee

06/2021 – 08/2021

Company: IFORTIS Corporate

Duration: 2 Months

Description: Internship was all about Sales and Customer Engagement.

Learning Outcomes:

- Learnt about Sales funnel.
- Learnt about the Promotion techniques and channels
- Segmentation and Targeting
- Marketing and sales strategy of IFORTIS Corporates,
- Consumer Behaviour analysis and Customer Relation Management.

Internship was done under the guidance of Ms. Shreya Amrit(Corporate HR).

DISSERTATION:

Comparative Study Between Public Sector and Private Sector of Mutual Funds

1. Learnt about the choice of public and private sector mutual funds is independent of demographic profile.
2. Identified the factors affecting investors' perception and the choice of public and private sector mutual funds

CERTIFICATIONS

- 1 month course Digital Marketing

SEMINARS AND WORKSHOPS

- 6 days workshop on communication skills at IBCS, SOA University, BBSR.
- HR Conclave at IBCS, SOA University, BBSR
- Marketing Team Lead at Safar Bharat

PERSONAL DETAILS

- DOB- 19TH April, 2001.
- Language known-English, Hindi, Odia.
- Address – Kalika Devi Sahi, Infront of Sub Post Office, Puri.