Ipsita Mohanty

Management Trainee (MBA Fresher)

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Personal statement

MBA (Marketing and Finance) graduate from the 2026 batch with an 8.4 CGPA and a summer internship in rural FMCG distribution. Built a village-mapping model that a regional food brand now uses in 3 districts, and skilled in market research, Excel dashboards and sales analytics.

Education

MBA in Marketing and Finance · Konark Institute of Management Studies, Bhubaneswar, Odisha — 2024 – 2026
Grade: 8.4 CGPA

B.A. (Hons) in Economics · Mahanadi College, Cuttack, Odisha — 2021 – 2024
Grade: 78%

Class XII (CHSE Odisha) in Arts · Saraswati Higher Secondary School, Cuttack, Odisha — 2019 – 2021
Grade: 84%

Class X (BSE Odisha) in Secondary School · Saraswati Higher Secondary School, Cuttack, Odisha — 2018 – 2019
Grade: 89%

Projects

Live Project: Account Closure Study for a Cooperative Bank · Team member (4 members) — Sep 2025 – Nov 2025

College-industry live project on why savings account holders were leaving the bank.

- Cleaned 6,000 account records in Excel and Power BI and found that 58% of closures followed a branch transfer.
- Recommended a 30-day follow-up call script that the bank piloted in 2 branches.

National Marketing Case Competition · Team lead — Dec 2025 – Jan 2026

Inter-college case on taking a D2C ayurvedic brand to Tier-2 cities.

- Reached the national final among 120 teams with a go-to-market and pricing plan.

Skills

Market research · Advanced Excel · Power BI · Sales forecasting · Financial statement analysis · Google Analytics · PowerPoint · SPSS

Work experience

Summer Intern, Sales and Marketing · Samaleswari Agro Foods Pvt Ltd, Sambalpur, Odisha — May 2025 – Jun 2025

- Surveyed 140 retailers across 3 western Odisha districts to map distribution gaps for a packaged snacks range.
- Built an Excel model ranking 62 uncovered villages by population, outlet count and distance from distributors; 18 were added to the beat plan.
- Proposed a retailer display scheme that lifted trial-pack sales by 11% in the pilot month.
- Presented the final report to the regional sales manager and the marketing head.

Certifications

Google Analytics Certification · Google — Aug 2025

Inbound Marketing Certification · HubSpot Academy — Feb 2025

Core skills

- Business communication
- Stakeholder presentations
- Analytical thinking
- Team leadership
- Negotiation

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Languages

English · Fluent | Odia · Native | Hindi · Fluent