



8018228145

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Odisha, India

04/09/2000

PROFESSIONAL SUMMARY

Detail-oriented MBA (Finance) graduate with a strong analytical foundation and experience in data verification and client relationship management. Seeking to leverage research skills and regulatory knowledge in a KYC/AML Analyst role to ensure organizational compliance and mitigate financial risk.

SKILLS

- MS Excel
- MS Word
- Google Analytics (GA4 basics)
- Client relationship
- Convincing skills
- Basic financial analysis
- Research skills
- Analytical skills

SOMNATH BASURI

EXPERIENCE

Digital Marketing Intern
AADME- Bangalore, India

OCT 2025 - JAN 2026

- Audited content for brand guidelines.
- Managed structured content schedules and performance tracking.
- Developed content calendar to streamline content publishing schedules.
- Executed off-page SEO strategies by performing targeted backlink creation to improve the website's domain authority and search engine ranking.

Treebo
Senior sales executive

MAY 2024 - DEC 2024

- Communicating and assisting with guests and business partners over the phone to know their needs and helping them based on their requirements.
- Planning and executing daily and monthly sales targets.
- Sending automated promotional mails to the guests through email marketing automation.
- Negotiating deals, overcoming objections, and closing sales.
- Promoted Treebo's brand across digital platforms through social media outreach and review management.

NoBroker
Senior sales executive

JAN 2023 - APRIL 2024

- Responsible for actively engaging with potential customers, understanding their needs, presenting product/service offerings, and negotiating sales deals.
- Building and maintaining long-term relationships with customers for repeat business and customer loyalty.
- Assisted in creating content ideas for NoBroker's property-related blog and Instagram page.

EDUCATION

MBA (Finance & Marketing)
Chandigarh University, Punjab

2021-2023

B.Com
M.P.C. Autonomous College, Takhatpur

2018-2021

Intermediate
Kendriya Vidyalaya Baripada

2017-2018

CERTIFICATIONS

- AI-Enabled Advanced Digital Marketing Professional Program from AADME.
- Fundamentals of Digital Marketing from Google Digital Garage.
- Entrepreneurship Essentials from IIT Kharagpur.
- Sales Management from Great Learning Academy.

LANGUAGES

- English
- Hindi
- Odia
- Bengali

HOBBIES AND INTERESTS

Photography | Trekking | Exploring places | Photo and Video editing

ACCOMPLISHMENTS

Obtained 3rd position in Shutterbug International Photography Competition.