



BIBHU PRAKASH PANDA

MARKETING AND FINANCE ENTHUSIAST

Contact

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Padhuanpada New colony
Baleswar, Odisha

Skills

- Ms Excel
- Effective Communication
- Adaptability
- Time Management
- Team Work

Certifications

- Customer Relationship Management and Sales
- NISM Series-VA Certification
- Market Research and Consumer Behaviour
- Introduction to Digital Marketing

Languages

- English
- Hindi
- Odia

Memberships

- Core committee member of marketing club.
- Core committee member of Equal Opportunity Cell.

Hobbies

- Cooking
- Travelling
- Playing Kabaddi

Career Objective

An enthusiastic and hardworking individual with a MBA in Marketing and Finance graduate possessing a high-level knowledge of marketing, sales and finance and looking for entry-level opportunities to work at a renowned organization and grow professionally under the mentorship of experienced industry leaders.

Education Background

- Birla Global University, Bhubaneswar, MBA(Marketing&Finance) CGPA-8.03
- Biju Patnaik University of Technology, Rourkela, B.Pharm CGPA-7.7
- Modern Public School, CBSE, +2 Science Percentage-75.01
- Modern Public School, CBSE, Matriculation Percentage-91.2

Internship Experience

Nisarga Bliss Private Limited, May 2025-July 2025

Key Learnings—

- Understanding the **dairy industry** and consumer behaviour at ground levels
- Practical sales exposure D2C and B2B
- Customer acquisition and customer retention
- Building relationships with customers
- Competitor Analysis
- Upselling and cross-selling tactics
- Handled issues like delayed supply, poor packaging, and price confusion effectively

Academic Projects

- Accomplished a market research project on the role of pricing strategies in customer retention in telecom industry.
- Conducted a social immersion project in a nearby village, analyzing community challenges and proposing sustainable development solutions.
- Participated in the international conference on building a sustainable future.