



ASWINI BEHERA

About

Passionate MBA graduate with expertise in strategic planning, customer engagement, and data-driven decision-making. Strong communication, negotiation, and collaboration skills, with a focus on building trust and long-term relationships. Adaptable and motivated to drive business growth through innovative solutions.

Experience

Feb 2025 – Jun 2025

Mahindra & Mahindra Finance | EV Segment Customer Service Executive

- Engaged with prospective EV buyers to explain financing solutions for new models (BE.06 & XUV.e9).
- Acted as a liaison between dealership (Minerva Automobiles) and customers, addressing queries and driving loan conversions.
- Collected customer feedback on Mahindra's EV products to support market research and product positioning.

May 2023 – Jun 2023

Blue Lagoon-Residency pvt.ltd.

Sales and marketing Manager

- Managed customer acquisition campaigns for hospitality services, boosting room bookings and client engagement.
- Designed and executed local marketing strategies including referral offers and event-based promotions.
- Oversaw a sales team and improved monthly booking conversions by 15% through focused lead follow-up.

Jun 2023 – July 2023

MCL-Mahanadi coalfields Limited/ Lakhanpur

Finance Intern – General Manager's Office

- Conducted financial analysis and supported preparation of management reports.
- Reviewed budget utilization and compliance under senior finance officers.
- Gained hands-on exposure to corporate finance and large-scale organizational management.

Jun 2023 – Dec 2023

Techfest, IIT-bombay

College Ambassador (Silver Medal Recognition)

- Promoted IIT Bombay's flagship event through digital campaigns and student outreach.
- Coordinated event registrations across multiple institutions, achieving performance recognition.
- Awarded Silver Medal for outstanding contribution in marketing and networking.

Online certificate

Excelerate

Innovation Consultant intern

Placify

Digital marketing

Google- 6 Courses

Google Project Management

Infosys springboard

internet of things application

Forge

On-premises Sales virtual Experience Program , Analysis

NSDC

Manager - waste management

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Balangir, Odisha, India (767001)

EDUCATION

Bachelor of commerce Sambalpur University

2019-2022 7.2CGPA

Master of business administration GMU-Gangadhar meher university

2022-2024 7.2CGPA

EXPERTISE

Sales & Marketing

Finance management

Operation management

COMPUTER SKILL Tally ,MSword, PPT

AI – Artificial intelligent

TOP SKILL

Thought Leadership

Emerging Technologies

Data storytelling

STRENGTHS

Hard Worker

Collaboration and teamwork

AI- Artificial intelligence

LANGUAGE

English

Odia

Hindi