Xavier Institute of Management,
Bhubaneswar
Semper Excelsius

Sourav Samal

Male
MBA(BM), Batch of 2025-27

SUMMER INTERNSHIP

Odisha Computer Application Centre — **Digital Transformation & IT Strategy Intern** — **Apr'26 - Jun'26**

Project Details	▪ Digital Governance, Transformation & Strategy across Rural Development, Steel & Mines and Works Departments
Roles & Responsibilities	▪ Audited **27** portals & mapped **5** service chains across **3** departments; built compliance matrices to flag critical governance gaps ▪ Developed **CNN, LiDAR & voxel** pothole detection for a **1.4L-km** road network, assessing defect severity & prioritizing repairs ▪ Applied RCA to AI road workflows, reducing pothole-repair time from **9** to **3** months, a **66.7%** decrease in repair turnaround ▪ Analyzed **67** GOSUGAM schemes & **5.65L** applications; defined fisheries **PRD** & UI to support onboarding & GTM rollout ▪ Engaged **20+** officials & EY/Deloitte consultants to align requirements & compliance, improving assessment efficiency by **15%**

ELECTIVES

Marketing	Business to Business Marketing	**Marketing**	Sales and distribution Marketing
Systems	IT Strategy Design & Implementation	**Systems**	Digital Product Management with AI
Operations	Data Visualization for Managers	**Marketing**	Customer Relationship Management

ACADEMIC PROFILE

B.Tech in Information Technology	Veer Surendra Sai University of Technology	70.50%	2024
Class XII	D.A.V Public School (CBSE)	85.20%	2020
Class X	D.A.V Public School (CBSE)	89.20%	2018

INTERNSHIPS UNDERTAKEN / LIVE PROJECT

Persona Essential — **Marketing Specialist and Ads manager** — **Dec'23 - Jun'25**

Roles & Responsibilities	▪ Led lifecycle marketing for **15+** brands & **10+** global clients via Reddit, Meta & Google Ads, driving **10M+** monthly impressions ▪ Increased user engagement by **60%** through SEO, SEM, guerrilla marketing, brand storytelling & campaign optimization ▪ Drove **1B+** impressions & **$800K** revenue for US clients through GTM strategy, audience segmentation & campaign optimization ▪ Built a **3-role** campaign dashboard unifying spend, reach & conversions to guide budgets, targeting **99.2%** less reporting time

iServeU, Bhubaneswar — **Product Engineer and QA Intern** — **Dec'23 - Mar'24**

Roles & Responsibilities	▪ Streamlined **Agile** testing & release workflows in **Jira**, improving cross-functional delivery efficiency by **12%** through tracking ▪ Evaluated DMT, LMS, AePS & UPI solutions using **Postman**, validating APIs, functionality & fintech product requirements ▪ Improved release reliability by **10%** through **data-driven QA**, defect identification, testing & continuous quality monitoring

XIM University — **Campus Movement System (CaMoS)** — **Sep'26 - Present**

Roles & Responsibilities	▪ Designed CaMoS for **800+** students & staff, integrating UMS, QR scanning & role-based dashboards to digitize gate logs ▪ Designed QR entry workflows to cut registration from **2 minutes** to **3 seconds**, targeting a **97.5%** reduction in processing time ▪ Defined a **4-phase** product roadmap with reconciliation & automated SMS, targeting **≥95%** SMS delivery within **2 minutes**

Odisha Computer Application Centre — **IT Strategy** — **Jun'26 - Oct'26**

Project Details	▪ Proposed AI, LiDAR & voxel analytics targeting 50% reduction in unrecorded extraction through independent quarry surveys ▪ Modeled 50% recovery of unpaid mineral dues, indicating ₹1.71L quarterly revenue upside per quarry in a pilot example ▪ Proposed product GTM roadmap for a 20-quarry, 2-district pilot, defining adoption, recovery & compliance as pilot KPIs

PROFESSIONAL CERTIFICATIONS

HMC	▪ Lean Six Sigma Green Belt: DMAIC, Process Improvement, Root Cause Analysis, Statistical Process Control	Aug'25
KPMG	▪ Research & Business Analytics: Power BI, GenAI, Data Analytics, Market Intelligence, Industrial Research	Aug'25

ACADEMIC ACHIEVEMENTS / CERTIFICATIONS / PROJECTS

Publication	▪ "Digital Monitoring & Leak Prevention in Mines & Mineral Administration with AI", under review at OCAC	Oct'26
Top 100 Selection	▪ Top 100 teams from 3,000+ applicants in Together 2022 Startup India Schulich School of Business competition	Jan'23

CO-CURRICULAR & EXTRACURRICULAR ACHIEVEMENTS

Natl' Finalist	▪ **Finalist**, ranked top 2% of 880+ global teams, pitched scalable startup model, data-driven strategy to VCs	Sep'26
Natl' Runner-Up	▪ Won 2nd prize among 50+ teams; built startup HR transformation strategies, defended in front of expert panel	Aug'26
Content Marketer	▪ Boosted user **adoption by 40%** at Kapwing & Opera through SEO strategy & optimized digital onboarding	Oct'24
Dawayee	▪ Designed & developed app for an **ABDM-aligned** platform enabling digital prescriptions and medical records	Dec'22

INTERESTS

Event Organization | Videography | Swimming | Music

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