

ISHITA BANERJEE

MBA Candidate · Marketing & Analytics

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PROFILE

MBA candidate with an engineering background and a summer internship in brand marketing. Energised by consumer insight, data and building brands that people love.

EDUCATION

MBA, Marketing & Analytics 2024 — 2026

[Sunrise Institute of Management](#) · CGPA 3.6 / 4

B.Tech, Electronics 2017 — 2021

[Deccan Valley University](#) · CGPA 8.0 / 10

INTERNSHIP

Summer Intern — Brand Marketing Apr — Jun

2025

[Saffronleaf Foods, Mumbai](#)

- Analysed sales data for a snack range across 6 states.
- Proposed a regional pack-size strategy adopted for a pilot.

Associate Engineer 2021 — 2024

[Kestrel Systems, Pune](#)

- Worked on test automation for a banking client.

PROJECTS

Market-entry plan for a millet snack brand 2025

[Live project](#)

- Ran 300 consumer surveys and built a go-to-market plan for two cities.

SKILLS

Brand management	●●●●
Market research	●●●●
Consumer insight	●●●●
Excel modelling	●●●●
Presentation	●●●●

TOOLS

SQL
Power BI
SPSS
Canva

ACHIEVEMENTS

- Finalist, national B-school marketing case competition
- Dean's List, Term 2

LEADERSHIP

- Marketing Club Coordinator

LANGUAGES

English
Bengali
Hindi