

SWATI UDHWANI

CAREER OBJECTIVE

Motivated and detail-oriented BBA student specializing in Finance, Digital Business, and Entrepreneurship. Strong foundation in financial analysis, e-commerce operations, and digital marketing. Seeking opportunities to contribute to business growth while enhancing my learning in a dynamic, innovation-driven environment.

CONTACT

Phone: +91 8269032836

Location : Bhopal

Email: swatiudhwani10@gmail.com

Linkedin profile: <https://www.linkedin.com/in/swatiudhwani/>

WORK EXPERIENCE

Intern — E-Commerce Field Work Project | Jan 2024 – Feb 2024

Onprice Infotech Pvt. Ltd., Bhopal

- Completed an academic internship focused on e-commerce operations and digital marketplace management.
- Gained practical exposure to online product listing, customer communication, and backend e-commerce operations.

Digital Marketing Intern | Dec 2024 – Feb 2025

Versatile Marketing Agency, Bhopal

- Completed hands-on training in digital marketing strategies including SEO, social media marketing, and content marketing.
- Helped execute real-time marketing campaigns and analyzed digital performance using basic analytics tools.

EDUCATION

Barkatullah University | 2023-2026

Bachelor of Business Administration (Finance)

Indian Institute of Management Bangalore (IIMB) | 2024-2027

BBA Digital Business and Entrepreneurship

PROJECTS

Financial Strategy Report

Edufyi Tech Solutions

- Executed an in-depth financial project involving balance sheet creation, ratio analysis, WACC computation, and capital budgeting (NPV & IRR). Designed a diversified investment portfolio with risk-return assessment
- Developed a financial strategy plan focusing on cost control, investment analysis, and profitability forecasting.

VOLUNTEERING

Cadet Volunteer — Robin Hood Army (Bhopal Chapter)

- Contributed to community welfare activities through food distribution drives and academy drives.

CERTIFICATIONS AND TRAININGS

Finance Training Program

Acmegrade (in association with IIM Ahmedabad, CHAOS Event)

Finance Course Completion

·Edufyi Tech Solutions

Finance Bootcamps

Focused on financial planning, investment basics, and budgeting strategies.

Workshop on Career in Finance and Big 4s

Thinking Bridge

FinNova

Finance and Tech Case Competition

Consilium 4.0

Career Confluence 2024 at SRCC

MarketMania

Strategic Business Simulation Event

SKILLS

- Financial Analysis & Planning
- Digital Marketing (SEO, Social Media)
- E-Commerce Operations
- Strategic Business Planning
- Budgeting and Financial Reporting
- Google Analytics (Beginner)
- MS Excel (Formulas, Basic Data Analysis)
- MS PowerPoint (Presentations, Reports)
- Communication and Team Collaboration
- Problem-Solving and Critical Thinking
- Effective Business Communication