

## MAIN CONTACT

**Address:** A-191 Laxmi park, Nangloi, Delhi-41

**Phone:** 9868349680

**Email:**  
choyalswati1@gmail.com

## SOCIAL

**LinkedIn:**

www.linkedin.com/in/swati-choyal-03841b148

**Blog:**

https://swati101life.blogspot.com

## HARD SKILLS

- ❖ Digital Marketing
- ❖ MS-Excel
- ❖ MS-Word
- ❖ Web-Design
- ❖ HTML5, CSS
- ❖ Wordpress
- ❖ GIMP

## SOFT SKILLS

- ❖ Good Communication
- ❖ Reliable and Punctual

## LANGUAGE

- ❖ Hindi
- ❖ English

# Swati Choyal

Seeking an opportunity to leverage my communication and analytical skills in Research Associate position at your company. An MBA in Marketing from Maharaja Agrasen Institute of Technology coupled with my internship and extra-curricular activities will make me a positive asset to your organisation.

## INTERNSHIPS

**Company:** Systricks Technologies Private Limited-Intern Graphic Designer (1/12/2017-15/01/2018)

**Responsibilities** - Works on photoshop for making company's gifting cards.

**Training-** On the job training with The Ultimate Drawing Course- (Beginner to Advance) course on Udemy.

**Company:** Jan Elaaj healthcare private limited- Sales and Marketing Associate (3/06/2019-10/08/2019)

**Responsibilities** – Generated and converted leads of more than 30 partners including doctors, chemist, pathology and radiology centre

– Initiated work for preventive health camps including SOPs.

**Training-** Trained in digital marketing course (online) through Internshala.

## EDUCATION

(2018- 2020): Maharaja Agrasen Institute of Technology (MAIT)

**Master of business administration (MBA)-78%**

(2014-2017): Atma Ram Sanatan Dharma College, Delhi University  
**(U.G)-B.A. (HONS) Economics – 60.67%**

2014 (12<sup>th</sup>): DAV Centenary Public School  
**Commerce- 84.6%**

2012 (10<sup>th</sup>): CRS Public School- 74.1%

## ACHIEVEMENTS

- National Seminar held in Delhi Institute of Advanced Studies: On Quality Enhancement and Employability in Higher Education Institutions: A holistic Approach (3/2019). -**presented paper on integration of corporate needs in Curriculum: A holistic Approach in DIAS college.**
- **Coordinator and Sponsorship team member of Alumni meet of MAIT.**
- Performed at Inter college Fashion Event: ETHEREA at University College of Medical Science (04/2019). -**stylist, Back Stage Helper and Artist of Keyara: Fashion Society of MAIT.**
- National conference on Management innovations Infocomm Technology and Values (11/2018). -**volunteered for the national conference.**
- Mudra: Finance Society of MAIT (02/2019). participation in Financero Fest - Procured second position in Fin-bola Event of Financero.

## EXTRA-CURRICULAR ACTIVITIES

- **Keyara: Fashion Society of MAIT (2018-2020).** -Head Member of Creative Team and Sponsorship team member of Keyara.
- **Marketing Society of MAIT (MSM) (2018-2020)-** Event and organising team.