

SWETA GUPTA

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EDUCATION

Master of Business Administration (Finance & Marketing)

Vidyasagar University, Kolkata | 2023-2025

Percentage: 71.97%

Bachelor of Commerce (Accounting Honours)

Binod Bihari Mahto Koyalanchal University, Dhanbad | 2018-2021

Percentage: 67.07%

Holy Mother's Academy (CBSE)

Higher Secondary | 2017-2018 | Percentage: 89%

Secondary | 2015-2016 | Percentage: 87.4%

WORK EXPERIENCE

Finance Intern | Finvision Capital Market LLP | May 2024 - Sep 2024

- Gained in-depth knowledge of financial analysis, including both fundamental and technical analysis.
- Learned to apply and use more than 10 technical tools and indicators, including Dow Theory, Moving Average, Trendline, Support & Resistance, RSI by using MetaStock Software to analyze price chart of companies.
- Analyzed over 10 financial statements using EIC Framework to evaluate growth potential and market positioning.
- Identified market trends and made data-driven trading decisions, including setting stop-loss levels, buy/sell signals, and risk management strategies for 50 plus companies stocks.
- Prepared a comprehensive investment report for two textile sector stocks, covering 5 years financial data and technical trend analysis with insights and recommendations for potential investors.

Marketing Intern | Shoppers Stop | Sep 2023 - Nov 2023

- Managed in-store operations, including customer interactions, inventory management, and sales coordination.
- Assisted in visual merchandising, arranging product displays strategically leading to 10% increase in customer engagement and boosted sales.
- Engaged with 50 plus customers daily to understand their preferences, provide recommendations, and improve overall satisfaction, contributing to higher customer retention.
- Learned and implemented various marketing strategies and sales techniques, including upselling, cross-selling, and promotional campaign execution, contributing to a 20% increase in sales conversion rates.
- Collaborated with sales teams to analyse customer behaviour, track sales trends, and optimize store performance.

ADDITIONAL

- **Technical Skills:** Advanced Excel, Microsoft Word, PowerPoint, Power BI, Data Analysis, Financial Analysis, Corporate Finance, Basic Knowledge of Indian Taxation, Basics of Anti-Money Laundering & KYC
- **Non-Technical Skills:** Good verbal and written communication skills, ability to work efficiently in a team, ability to prioritize tasks and manage time effectively, critical thinking & problem solving, data interpretation & decision making
- **Languages:** Fluent in English and Hindi, understand bengali
- **Certifications & Other Courses:** NISM 5A(Mutual Fund Distributors), NISM Investor Certification Examination, CA Foundation (Nov '18), ICAI Orientation program(2020)
- **Awards:** Secured Second prize in a group presentation on the occasion of World Environment Day at college, Recognized as a Top Scorer in Higher Secondary at school