

CHARCHIKA TIWARI

charchikatiwari1517@gmail.com | +91-8738949201 | www.linkedin.com/in/charchika-tiwari-952135345

SUMMARY

Motivated MBA student specializing in Finance & Marketing with strong analytical, problem-solving, and communication skills. Skilled in financial management, investment analysis, business analytics, and digital marketing strategies. Hands-on experience in market research, project planning, and financial modeling through academic projects and certifications. Seeking opportunities to contribute to business growth, strategic decision-making, and data-driven solutions while gaining practical industry exposure.

EDUCATION

Master of Business Administration (MBA) – Finance & Marketing Pranveer Singh Institute of Technology, Kanpur	2024 – Present
Bachelor of Commerce (B.Com) Chhatrapati Shahu Ji Maharaj University, Kanpur	2021 – 2024
Intermediate (Class XII) St. Mary's Convent High School, Kanpur	2021
High School (Class X) St. Mary's Convent High School, Kanpur	2019

PROJECTS

Green Connect | TECH EXPO 2024

- Conducted a market feasibility study highlighting the businesses that use the industrial waste by recycling it.
 - Designed a profitable marketing strategy and the digital application for IOS and android that connect the buyers and sellers.
 - Implemented an eco-friendly production model, reducing production costs by 15% while ensuring sustainability.
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CERTIFICATIONS

- Microsoft Office Specialist: Excel Associate (Microsoft 365 Apps), 2025
 - Corporate Finance – Infosys Springboard, 2025
 - Professional Certificate in Customer Analytics – Coursera, 2025
 - Professional Diploma in Project Management – Udemy, 2025
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SKILLS

Technical Skills: MS Excel, Power BI, MS PowerPoint, MS Word, Financial Modeling, Digital Marketing Tools, Business Analytics.

Soft Skills: Communication, Strategic Planning, Time Management, Analytical Thinking, Problem-Solving, Leadership.