

URVI SHRIVASTAV

urvishrivastav@gmail.com

<https://www.linkedin.com/in/urvi-shrivastav-12936863/>

<https://www.businessworld.in/author/BW-Reporters/Urvi-Shrivastav-89771/>

EDUCATION

Columbia University, Graduate School of Journalism

Expected May 2024

Masters in Science, with coursework in business reporting, video production, and investigative reporting techniques.

Highlights include:

- Video production class with in-depth training and on-field assignments
- A story on retail theft in Manhattan, focusing on the rise in retail theft, and its ground-level impact on business owners
- A story on farmers' markets struggling to make profits
- Investigative techniques: Using property records, talking to government representatives, a project on the impact of COVID-19 on affordable housing in Jersey City, N.J.
- Video: producing three 5-minute feature stories as a part of a class project on dog food sales and trends
- Masters project: a 5,000-word business story on retail in New York

Bachelors and Masters, University of Delhi

2011-2016

Undergraduate gold medal, masters high first division

EXPERIENCE

**Editorial Lead, BW Disrupt, BW CFO (Chief Financial Officer),
And BW ESG (Environment Social Governance),
And BW BFSI (Banking Finance Service Insurance)**

(July 2020 – May 2023)

- Published 4,000 articles on topics ranging from finance-related news like stock markets, macroeconomics, and foreign currency, to startups, agriculture, energy, and leadership.
- Proactively Pitched and launched BW ESG and BW BFSI verticals for BW Businessworld to cater to growing investor interest in these sectors.
- Responsible for the planning and execution of our flagship BW CFO, BW Businessworld 40 under 40, and BW Businessworld Recycle Awards in 2021 and 2022. Responsible for initial screening of nominees before Jury Roundtable
- Conceptualized and launched a vertical called 'BW Explainer', a series wherein I simplified complex topics in business, environment, and energy, for the average person. For example
- Hosted over 50 interviews with accomplished individuals, and entrepreneurs who have scaled their ventures and established their presence as potential disruptors in their industries. Some of the interviews are as follows:
<https://www.youtube.com/watch?v=dUf81VdNitE>
<https://www.youtube.com/watch?v=bHq7ITP8BEE&t=70s>

Trainee, BW Businessworld (December 2019 - June 2020)

- Jeshta Primary School for Labor 2016-2023
- Volunteer at Staples Abode Foundation: Sponsored education for an HIV-positive child for a year 2016-2020

Times Now Intern, Production Team December

2012

ADDITIONAL

- Long distance runner
- Welcome Ambassador, Columbia Journalism School
- Soth Asian Journalist Association (SAJA) VP, Columbia Chapter