



**AMIT KUMAR SHIVNATH PANDEY**  
Course : PGDM Dual Specialization in Marketing and Finance  
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Mobile : 7228028974  
CGPA : 6.4



PROFILE SUMMARY

Seeking an Entry-level position in Marketing where I can utilize my superior understanding of the domain gained during the Masters. Excellent at conducting Market Research and creating Brand Awareness strategies. Excellent Communication skills to convince potential clients and customers.

ACADEMIC DETAILS

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	SCORE	YEAR
PG	Marketing and Finance	Narayana Business School	AICTE	6.4 CGPA	2026
UG	BBA - IT Management	Anand Institute Of Business Studies	Sardar Patel University	7.5 CGPA	2024
CLASS XII	Commerce	D.N High School, Anand , Gujarat	Gujarat Secondary Education Board (GSEB)	62.5 %	2021
CLASS X	General Studies	D.N High School, Anand , Gujarat.	Gujarat Secondary Education Board (GSEB)	61.5 %	2019

CORE SKILLS	Interpersonal Skill, Problem Solving, Technical Knowledge, Leadership, Collaboration
TECHNICAL PROFICIENCY	DBMS, MS Word, Power BI, MS Excel, SQL Database, MSPowerPoint, Canva

PROJECTS

<b>The Role of HR in Modern Organizations - Avntika Pharma Ltd. - Human Resource</b> Performed and understood this an opportunity to approach managers and get exposure by interacting with them.	<b>Dec 2025 - Dec 2025</b>
<b>Power BI Dashboard Development - Data Visualization</b> Power BI Dashboard Development: Leveraging Data Manipulation and Advanced Visualizations for Insightful Decision-Making.	<b>Jan 2025 - Feb 2025</b>
<b>Marketing Applications and Strategies - Vyndo company - Marketing</b> Analyse the Market and Understanding the market landscape, consumer behaviour, and competitor analysis. Segmenting the market, identifying target audiences, and determining the positioning strategy for the firms products/services.	<b>Dec 2024 - Dec 2024</b>
<b>Research Report - statistics</b> Conducted a Research Project on Topic The Influence of Packaging Design on Consumer Purchase Decision	<b>Nov 2024 - Jan 2025</b>
<b>Function Of Management - Marketing</b> A Research Report on Study Of Five Function of Management of a Super Market During Festival.	<b>Aug 2024 - Aug 2024</b>

POSITION OF RESPONSIBILITY

<b>Head Of Event - Anand Institute Of Business Studies</b> Head Of All the event Such as Millet Competition, Freshers Party, Farewell Party, Christmas etc. at Anand Institute Of Business Studies, Anand , Gujarat.	<b>Jul 2022 - Feb 2023</b>
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HOBBIES

Listening Music , Reading Motivational Books

AWARDS AND RECOGNITIONS

<b>Best Volunteers   National Service Scheme</b> Awarded Best Volunteers by National Service scheme.	<b>Mar 2023</b>
<b>Academic Ranking 2nd Rank   Anand Institute Of Business studies</b> Academic ranking during My graduation in 2nd rank University in Third semester	<b>Feb 2023</b>

CERTIFICATIONS		
CERTIFICATION	CERTIFYING AUTHORITY	DESCRIPTION
Career Enhancement Program	TCS iON	Achieved a Certificate of TCS iON successfully completing Communication Skills a course that covers
Data Visualisation: Empowering Business with Effective Insights	Forage	Successfully Completed DataVisualisation EmpoweringBusiness withEffectiveInsights.
Investor Certificate Examination	SEBI	Achieved a Certificate of SEBI Investor Which is affiliated by SEBI and NISM.
Cyber Security Consulting Simulation	PWC, Forage	Successfully Completed CyberSecurityConsultingSimulation.
Power Bi	PWC, Forage	Secured a Certificate of competition on Power BI Job Simulation by PWC.
Kona Kona Siksha	Kotak Securities Ltd	Achieved a Certificate of Excellence in the Financial Literacy program Kona Kona Shiksha an initiative of Kotak Securities Ltd. organised by NISM and scored 93% in the quiz.
CONFERENCES AND WORKSHOPS		
<b>National Conclave on Entrepreneurship</b> Organized by: <b>Entrepreneurship Development Institute Of India , Ahmdabad</b>   Date: <b>Aug 2022</b> Had the opportunity to attend an insightful workshop on Entrepreneurship Development Institute of India ,Ahmedabad conducted by Shree Chandu bhai Virani, which was held at Anand Institute of Business Studies, Anand, Gujarat.		
VOLUNTEER WORK		
<b>Anand Institute Business Studies</b> - Role: Volunteer   Cause: Social Services 7 days camp in Oldage Home In Anand by Sardar Patel University , Awarded Best Volunteers Of National service Scheme 2023.		<b>Mar 2023 - Mar 2023</b>
LANGUAGES KNOWN		
Hindi (Professional), Gujarati (Advance), English (Advance)		