



**Devanshu Makwana**

**MBA Student**

**Anand Institute of Management and Information Science, Anand (Affiliated to GTU) Email Address: [makwanadevanshu97@gmail.com](mailto:makwanadevanshu97@gmail.com)**

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**CAREER OBJECTIVE:** Innovative and results-driven MBA student specializing in marketing. Passionate about consumer behavior, brand management, and digital marketing strategies. Seeking a full-time role to apply market research and campaign development skills to enhance brand visibility.

**ACADEMIC QUALIFICATION:**

Examination/ Programme	School/ College	Board / University & Year	Percentage/ Grade
M.B.A - Pursuing (Marketing Spec.)	Anand Institute of Management and Information Science (AIMIS)	Gujarat Technological University (Batch: 2024-26)	7.82 CPI (Till 2 <sup>nd</sup> Semester)
BBA(ITM)	Shri D. N. Institute of Business Administration College	Sardar Patel University (Batch: 2021-24)	6.30 CGPI
H.S.C (Commerce)	D.N. High. School	G.S.H.S.E. B	49.42%
S.S.C	D.N. High. School	G.S.H.S.E. B	65.04%

**AREA OF INTEREST:**

- ✓ Social Media Marketing
- ✓ Product Marketing
- ✓ Digital Media Marketing

**STRENGTH:**

- ✓ Good Communication Skills
- ✓ Strong commitment toward work
- ✓ Hard-working
- ✓ Punctual
- ✓ Time management

### **Honors & Achievements:**

- ✓ Certificate **COURSE IN COMPUTER CONCEPT (CCC)** in Siddh Institute, V.V. Nagar, Anand, 2021
- ✓ Certificate course in Diploma in **COMPUTER HARDWARE & NETWORKING** at Siddh Institute, V.V. Nagar, Anand, 2021
- ✓ Certificate course in **SPOKEN ENGLISH** at Siddh Institute, V.V. Nagar, Anand, 2021
- ✓ Online Certificate in **INTRODUCTION TO AI CONCEPTS.**
- ✓ Certificate in **“ORIANA”** Bech Ke Dikha Competition at AIMIS, Anand, 2025.
- ✓ Certificate in **BANKING, FINANCE, AND INSURANCE** conducted at AIMIS, Anand, in collaboration with Bajaj FinServ Limited.
- ✓ Certificate for participation in the Career Guidance Session organized by “E-Cell IIT Hyderabad” in association with Grad Guru Innovations, conducted on 10/18/2025

### **Technical Skills:**

MS Excel, MS Word, MS PowerPoint, HTML, CSS.

### **Languages Known:**

English, Hindi, Gujarati.

### **Appeared in Project Reports:**

- ✓ Worked on A project of “SIP”, “A STUDY ON DEALER PERCEPTION AND LOYALTY TOWARDS MARIGOLD PAINTS IN CHAROTAR REGION,” under the Guidance of Assistant Professor Dr. Komal Shukla of AIMIS and Mr. Hemant Parekh. Marketing Manager at Marigold Paints Pvt. Ltd.
- ✓ Worked on A project of “CP”, “A STUDY ON CUSTOMER SATISFACTION OF ASIAN PAINTS IN ANAND” Under the Guidance of Prof. MRS. Pinal Suthar of DNIBA.

**References:**

**Dr. Komal Shukla**  
**Assistant Prof. & Academic Head,**  
Anand Institute of Management and  
Information Science (AIMIS)  
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**Personal Information:**

- **Name:** Devanshu Makwana
- **Father Name:** Naginbhai Makwana
- **Mother's Name:** Nayanaben Makwana
- **Marital status:** Unmarried
- **Date Of Birth:** 09/07/2004
- **Gender:** Male
- **Address:** A-22, Royal Park, Kailash Farm Road, Ganesh Chokadi, Anand.
- **State:** Gujarat
- **Nationality:** Indian

**Declaration:**

I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge.

**Place:** Anand

**Signature**  
*Devanshu Makwana*