



# Lajpreet Kaur

Marketing Associate

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Dedicated, highly flexible, innovative and creative person who is good at multitasking and managing. Capable of working with different groups with good communication skills.

## WORK EXPERIENCE

### Marketing Associate

Entertainment Marketing Agency

05/2019 – Present

They are the link between the Brands (that want to be promoted) and the Production team of entertainment industry (that will promote their brands through their industry).

#### Achievements/Tasks

- Generating leads for brand integration and product placement.
- Generated leads of more than 10 lakh rupees.
- Designing website, company pages and content making.
- Maintaining day to day records and planning tasks and meetings.

### Founder

Sugarlips bakery

10/2018 – Present

#### Achievements/Tasks

- Won prize for generating maximum sales at "Diwali Fest" Grew customer base upto 80% by improving customer service.

### Culinarian

Sangam Caterers Private Limited

06/2017 – 11/2017

#### Achievements/Tasks

- Met deadlines consistently. Accomplished the given tasks within the team. Coordinated activities by communicating with different people.

## PERSONAL PROJECTS

Alumni Engagement (02/2019 – 05/2019)

- Working in team to reconnect with alumni of the college and organising guest lectures and meetings with them.

Green IT (08/2018 – 01/2019)

- Created a common platform for different types of donation which led to carbon reduction

## EDUCATION

### Masters in Business Administration

LM Thapar School Of Management

08/2018 – Present

### Bachelors in Computer science, Statistics and Mathematics

Punjabi University, Patiala

08/2015 – 05/2018

## SKILLS

Agile and scrum



Innovative management



Supervision



Strategic planning



Writing



Project scheduling



Communication skills



## CERTIFICATES

Data Analytics with R (04/2019)

Data science (12/2018)

Culinary (11/2017)

Basic Beauty and hair designing (03/2017 – Present)

Baking and cooking (06/2016)

## LANGUAGES

English



Hindi



Punjabi



French



## INTERESTS

Writing

Arts

Puzzles

Music

Decoration