



# Tudhgeet Kaur

Social Media Manager

📍 London, UK

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## Languages

Hindi (Native)

English (Native)

French (Basic)

## About

Hello!

I am a creative marketing looking for exciting new projects to work and help startup's develop their business strategies. I have experience in fashion, luxury, hospitality and education industries.

### BRANDS WORKED WITH

Bath Escape rooms

Da Milano and Rosso Brunello

University of Bath

## Experience



### ● Marketing Assistant

University of Bath | Jul 2023 - Sep 2023

- Promoted to elevate the student experience by taking the lead in marketing activities, resulting in a notable 20% increase in social media engagement.
- Held core responsibilities, inclusive of crafting articles, organising photohoots and generating engaging social media content.

### ● Project Manager

Bath Escape rooms | Nov 2022 - Sep 2023

- Spearheaded collaborative project planning and goal-setting with the business manager.
- Efficiently allocated resources for escape room renovation, ensuring budget adherence and precise project documentation.
- Achieved a remarkable 100% revenue increase, leveraging Google ads for a 40% boost.
- Fostered staff professional growth through recruitment, coaching and mentoring while addressing client concerns effectively to enhance customer satisfaction.



### ● Social Media Student Ambassador

University of Bath | Oct 2022 - Jul 2023

- Crafted 50+ pieces of compelling content for the University's social media platforms, with a specific focus on educating and supporting students.
- This strategic approach resulted in a remarkable 30% increase in engagement, fostering a strong sense of community among the student body.

### ● Marketing Executive

Da Milano and Rosso Brunello | Jun 2021 - Aug 2021

- Spearheaded successful social media campaigns for Rosso Brunello, driving a 40% increase in page insights.
- Orchestrated in-mall marketing initiatives, collaborating with store staff to boost foot traffic.
- Executed a highly successful store launch in a new location.

## Education & Training

2022 - 2023

### ● University of Bath

MSc. Entrepreneurship and Management,

2017 - 2021

### ● National Institute of Fashion Technology

Bachelor of Science,