



Kudrat Gill

Project Administrator at Condé Nast | Media & Creative Industries - Loughborough University

London, UK

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Languages

English (Native)

Hindi (Native)

About

Just blending the worlds of luxury brand strategy, business, psychology, and media. With a Master's degree in Luxury Brand Strategy and Business, I possess a deep understanding of the intricacies involved in creating and positioning luxury brands for success in today's competitive market. My background in psychology adds a unique perspective, enabling me to tap into the minds of consumers and effectively connect with their desires and motivations.

Currently pursuing a Master's degree in Media and Creative Industries, I am expanding my expertise to encompass the rapidly evolving landscape of media and its impact on brand communication. By merging my knowledge of luxury brands, psychology, and media, I strive to create captivating and impactful campaigns that resonate with audiences on a profound level.

Throughout my career, I have successfully collaborated with cross-functional teams to develop comprehensive brand strategies, leveraging market insights, consumer research, and trend analysis. I am well-versed in identifying target audiences, devising innovative marketing approaches, and utilizing various media channels to engage and influence consumers.

BRANDS WORKED WITH

- Condé Nast
- Alba Amicorum Atelier
- Coolzy India - GIGIL
- Edelweiss Tokio Life Insurance
- Ivy Hospital
- St. John's High School, Chandigarh

Experience



● Project Assistant

Condé Nast | Mar 2023 - Now

Key Responsibilities:

- Act as a central point of contact for project teams, coordinating task submissions, tracking progress, and ensuring timely completion of deliverables.
- Demonstrate proficiency in Excel, employing advanced functions and formulas to organize, analyze, and present project data and reports with accuracy and efficiency.
- Continuously seek process improvement opportunities, suggesting innovative approaches to enhance efficiency, productivity, and overall project success.
- Foster strong relationships with team members, stakeholders, and clients, promoting effective collaboration, information sharing, and cohesive project execution.

● Social Media Intern

Alba Amicorum Atelier | Jul 2022 - Aug 2022

Planned, developed and execute an integrated social media strategy to generate awareness for brand including introduction of reels, consistent, interactive stories and regular and relevant posts. Conducted analysis on social media metrics and reported findings in order to drive changes within strategy

● Content Writer Intern

Coolzy India - GIGIL | Jun 2020 - Aug 2020

During this internship, I worked closely with the marketing team to manage content writing for GIGIL, a luxury gifting and experience company. I handled the content writing for social media, wrote blogs on a variety of topics and writing for each product description. In particular, I wrote the in-app store description for the newly launched app as well as made sure the content was search engine optimised.



- **Public Relations Intern**

Edelweiss Tokio Life Insurance | Nov 2019 - Feb 2020

I was part of the corporate communications and marketing team leading a campaign on Organ Donation in India. This led to the company receiving a Guinness World Record for most pledges for organ donation received in one day. Through this experience, I have gained valuable and insightful experience in event management, public relations, internal and external communication, forming creatives, content copy and have worked with the CEO and other Executives of the company directly.

Education & Training

2023 - 2024 ● **Loughborough University**

Master's degree,

2021 ● **Condé Nast College of Fashion & Design**

Master's degree,

2021 - 2022 ● **King's College London**

Postgraduate Diploma,

2017 - 2019 ● **Punjab University**

Bachelor of Arts - BA,

2016 - 2017 ● **University Of Exter**

Bachelor of Science,